

Eid-al-Adha 2023: communications and engagement toolkit

Overview

In this toolkit, you'll find resources to promote Eid-Al-Adha celebrations within your organisation and externally on social media. It includes a video message from Zahra Niazi, Bradford District and Craven Strategic Equality Diversity and Inclusion Lead.

This year, Eid-al-Adha starts on Wednesday 28 June. Also known as the Festival of Sacrifice, Eid al-Adha commemorates the willingness of Prophet Ibrahim (Abraham) to sacrifice his son as an act of obedience to God. However, before Ibrahim carried out the request, Allah produced a lamb for him to sacrifice instead.

To commemorate this, an animal is traditionally sacrificed and divided into three parts in an act known as Qurbani. One part of the animal is given to the poor, one to the immediate family at home and one is reserved for relatives. During Eid al-Adha, families come together to pray, exchange greetings, and share meals. Some Muslims may give money to charity to give poorer families the chance to have a proper Eid feast. Mosques and community groups will often arrange communal meals.

This occasion reminds Muslims of the importance of devotion, sacrifice, and faith and it is a time for reflection, gratitude, and acts of kindness towards others, including the less fortunate.

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1. Staff (and public) events summary

Eid al-Adha: 28 June – 1 July 2023

Public events

28 June (tbc) 9.30am - Eid Prayer at Green Lane School Playing Fields, Bradford, BD8 8HT – www.eidinbradford.co.uk/

2. Internal communications

Eid Mubarak

We'd like to wish Eid Mubarak to everyone celebrating this week and encourage you to extend warm wishes to Muslim colleagues and neighbours.

In her video, Zahra Niazi, Bradford District and Craven Strategic Equality Diversity and Inclusion Lead, tells us about the significance of Eid al-Adha to the Muslim community and how she'll be celebrating the occasion.


Zahra said: "A really warm, blessed Eid Mubarak to all of the Muslims celebrating Eid al-Adha, which is the second largest Islamic festival in the Muslim calendar year. Eid al-Adha basically means the festival of sacrifice and it's to commemorate the prophet Ibrahim al Islam (peace be upon him)'s willingness to sacrifice his son when God commanded him to."


Watch the [video on YouTube](#).

3. Social media content

Graphics/videos on Google Drive: <https://drive.google.com/drive/folders/1kVhW0sGNW1D0IAPaSmLbjY9SLVu8dcav?usp=sharing>

Graphics/videos on We Transfer: <https://we.tl/t-l0BAgkRvqo>

Suggested copy	Graphic	ALT text
<p>🌟 Sending warm Eid wishes to the Muslim community of Bradford District and Craven!</p> <p>Wishing you a blessed Eid-al-Adha celebration filled with love, kindness, prayers, and beautiful memories.</p> <p>#EidMubarak</p>	 <p>The graphic features a purple background with a gold crescent moon and a ram's head silhouette. It includes gold lanterns, geometric patterns, and the text 'Eid - Al - Adha Mubarak' in gold. Logos for Bradford District and Craven Health and Care Partnership and ACTtoONE are visible at the bottom.</p>	<p>Gold text on purple background with gold lanterns and crescent moon graphics. Text says: Eid-al-Adha Mubarak</p>

<p>🌙 Eid Mubarak to all those celebrating in #Bradford District and #Craven!</p> <p>May the blessings of Eid al-Adha fill your homes with joy, love, and prosperity. Wishing you a memorable celebration surrounded by family and friends.</p> <p>#EidMubarak</p>	 <p>The graphic features a large gold crescent moon with a star pattern inside, set against a purple and blue night sky. Several gold lanterns hang from the top. In the background, there are silhouettes of mosque domes and minarets. At the bottom, there is a logo for 'Bradford District and Craven Health and Care Partnership' and 'AGTasONE'.</p>	<p>Green text on purple background with gold crescent moon and lantern graphics. Text says: Eid Mubarak</p>
<p>“A really warm blessed Eid Mubarak to all of the Muslims celebrating Eid al-Adha which is the second largest Islamic festival in the Muslim calendar year.”</p> <p>In the video, Zahra Niazi tells us about the significance of Eid al-Adha and how she'll be celebrating.</p> <p>https://youtu.be/uL0BzW61VPg</p> <p>#EidAlAdha #EidMubarak</p>	<p><i>You can download the video on Google Drive or Wetransfer</i></p> <p>https://drive.google.com/file/d/1QLCZd3v-5bCvuHUPn8ku7oQ4heOdREla/view?usp=drive_link</p>	