



Visit my Mosque - Comprehensive Guide for Hosting an Event

Visit My Mosque (VMM) is a national campaign coordinated by the Muslim Council of Britain (MCB). Each year, mosques across the UK open their doors to welcome neighbours from all faiths and none. Since its inception in 2015, VMM has become a permanent fixture on the events calendar for communities across the country.

This guide will help your mosque:

-  Plan and prepare for your VMM event
-  Run a welcoming, safe, and inclusive open day
-  Follow up afterwards to build long-term relationships
-  Access templates and resources to make planning easier

Congratulations on signing up your Mosque!

Taking part in VMM makes you part of a national movement seeking to dispel myths and create some positive news around Muslims

VMM facilitates:

- the local community around you seeing what actually goes on in a mosque and understanding its role in Muslim life
- interaction and engagement between people of diverse cultures, faiths and beliefs
- deeper cultural and religious understanding
- the promotion of community cohesion
- the building of bridges with the wider community

Why Visit My Mosque?

The Prophet's صلى الله عليه وسلم Mosque was a space for the whole community; a welcoming hub for people of all faiths and none. Signing your Mosque up to VMM is an aspiration to revive this practice.

Over the years, through VMM, Mosques have opened their doors to the general public for guided tours, tea, refreshments, arts and crafts and much more! Welcoming the wider community into your Mosque gives non Muslims an insight into the life of a Muslim and the day-to-day activities of the Mosque.

How will your Mosque participate?

Step 1 Register your mosque on www.visitmymosque.org

Step 2 Decide what activities you will be doing on the day

Step 3 Follow this handy useful quick guide!

Remember This is a national event which we will be promoting through the media. Your success is VMM's success, and we are committed to working with you to make that happen. Please do get in touch with us if you need assistance.

Planning for VMM

Set a time

Set time for your open days (eg 10am-4pm or 12pm-6pm) and organise your volunteers and activities accordingly. Once you've chosen your times, remember to email us on info@visitmymosque.org so we can update our website.

Choose Your Activities

Over the years participants have had a variety of events and activities for their VMM day. Some of the key activities are guided tours, exhibition areas, kids' arts & crafts and refreshments. Have a look at your space and choose activities that you can run comfortably.

Remember to factor in salat times and have volunteers to cover. For Adhaan and Salat, it would be handy to have translations available

Organise your Team

- The project lead should delegate duties to ensure all aspects of your events are covered
- Volunteers should be diverse; include males and females, young and old, to reflect Muslim communities

- Appoint one point of contact for VMM, who can liaise with MCB and the media, if the need arises
- Train your volunteers so that they are aware of their duties and comfortable communicating with visitors
- Be ready to answer questions about anything; including common questions/FAQs from visitors.
- Conduct risk assessments where necessary

Communicate with your congregation (Jama'ah)

- inform regular attendees and members of your community of your plans • use this opportunity to appeal for volunteers, male and female, and encourage new ideas
- Remind musulli to be welcoming to guests and to refer them to the volunteers for any information or with questions

Remember to inform your Safer Neighbourhood team of the event

Publicising your VMM event- Before

- Using the templates provided, create a poster and ask for it to be displayed at neighbouring institutions (see templates below) or community noticeboards • Make sure the Mosque notice board and internal newsletters have the Mosque open day well publicised.
- Ensure your website has details of the event and information for people who wish to attend, including contact details
- Advertise on your mailing lists and social media. Remember to use the hashtag #VisitMyMosque for maximum exposure!

Invite, Invite, Invite!

Local Community

Encourage your congregation to invite their friends, neighbours and colleagues. Residents who stay near the Mosque including immediate neighbours should also be invited. Children who attend classes at the Mosque should be encouraged to invite their friends too.

Local stakeholders

Using our template letters, invite local dignitaries such as MPs, the Mayor, Faith leaders from other faiths and Councillors (remember to give them plenty of notice). Important local stakeholders such as NHS health professionals (doctors, nurses, dentists, managers and support staff), Schools and teachers, Police or police community liaison officers/Safer Neighbourhood team and the local Fire Brigade should be invited too.

Community groups

We should also reach out to faith groups, local support and development organisations, tenants and residents organisations, Cultural community groups, local charities and voluntary organisations, sports groups, local businesses and shop owners, local residents and neighbours; whether Muslim or non-Muslim.

Remember to follow up invitations with a personal phone call and inform your guests of Mosque etiquette before they arrive. Providing visitors with details in advance will help them feel more at ease

Support and Guidance

The Muslim Council of Britain (MCB) will be:

- Listing all mosques taking part on www.visitmymosque.org and publicising this through national media
- Arranging training videos and live drop in QA sessions with further advice/support on organising an open day.
- Plentiful resources available on our website to help you run VMM
- Get you in touch with printing companies and where possible, help to provide you with some additional dawah material
- MCB can also help you with inviting your local MP, Councillors or other local dignitaries. If you would like support with this please contact the #VisitMyMosque team on info@visitmymosque.org

Preparing for VMM

Before the day

- Make sure the mosque is clean, including washrooms - first impressions last! • Ensure the Mosque is easy to navigate, with clear signs to guide visitors e.g. bathroom, prayer area, male and female entrances etc.
- Ensure there is diversity in the front-facing volunteer team- male and female, young and old- a reflection of the community in which the Mosque is functioning. • If using visual displays, make sure these are up to date, relevant and clear to understand
- Brief the volunteer team and have a practice run through

On the day

- Smile! And make sure everyone has a name tag
- It is important the volunteers and staff at the Mosque make guests feel welcome
- Ensure each guest is given full attention; including a brief description of the Mosque and the religious rituals you carry out.
- Make sure sisters are available to make female guests feel welcome.
- Ensure you have volunteers available in all spaces who are engaging, friendly and approachable
- Provide an English translation for any Arabic the guests will hear eg recitation from the Holy Qur'an, Salat, Adhaan.
- Adhaan or Qur'an recitation can be a very moving and deep experience. Keep a responsible person on hand to explain actions and their significance in Islam.
- Keep volunteers fresh so that the last visitors are as well looked after as the first

Social Media and highlighting success

- Encourage guests and volunteers to post their thoughts, reflections and photos on social media using hashtag #VisitMyMosque
- Take plenty of photos yourself! Ideally dedicate a volunteer to take photos and videos
- After the event, please do share your photos, reflections and summaries with us by emailing mosques.queries@mcb.org.uk or posting directly on social media using the hashtag #VisitMyMosque

Food & Drink

Refreshments should be provided for guests. Ensure there is a variety of options including vegetarian/vegan. Food must be served in line with the highest standards of hygiene and in accordance with health and safety guidance. Throughout the day, make sure food is properly prepared, stored, handled, displayed and labelled correctly.

Sample Letters and Templates

Templates letters can be downloaded from www.visitmymosque.org or click on the links below:

Before the Event

- MCB logo
- #VisitMyMosque logo
- Project checklist, budget and volunteer roles sheet
- Sample Invite Letter: Generic
- Sample Invite Letter: For Local Faith Groups
- Sample Invite Letter: For Local Stakeholders
- Sample Poster
- Sample Press Release
- Sample Friday prayer speech (Khutbah)
- Sample Name badge for volunteers

During the Event

- Sample Feedback Form
- A4 #VisitMyMosque poster for inside mosque

After the Event

- Sample Thank You Email for Attendees
- Sample Feedback form analysis
- Sample Thank You Email for Volunteers

Statement of Understanding

Finally we ask that all participating mosques agree to the following:

I agree to arrange an open day at my mosque and nominate one contact person to liaise with the Muslim Council of Britain (MCB).

I agree that the open day will consist of, as a minimum, invitations/advertising to local neighbours and community groups, tea/coffee/refreshments table, male and female volunteers to welcome visitors and answer their questions.

I agree that any material or activity of a nature that may bring the mosque and open day into disrepute shall be avoided.

I understand that the Muslim Council of Britain (MCB) is only facilitating this day by coordinating a common day for mosques to hold open days, providing suggested resources and templates and advertising to the national media.

Important to Note

When you invite your neighbours there may be some reluctance to visit your mosque for a range of reasons. Please help put them at ease by explaining that your intention is not to convince them of your own faith but simply to engage and interact with them.

On the day of the event, it is important to impress upon your team that they should not engage in theological discussion unless it is prompted and then only to inform rather than convince.

Checklist/Top Tips

6 Weeks Before

- Appoint an organising team
- Recruit volunteers (tour guides, greeters, refreshments, media, safety)
- Design and share posters/flyers
- Send invitations to MPs, councillors, schools, local faith leaders, police, and community groups

- Book a photographer or assign a volunteer

2–3 Weeks Before

- Promote event on mosque social media
- Confirm media spokesperson and provide basic training
- Prepare signage (entrance, shoe area, toilets, prayer hall)
- Plan mosque tour route
- Organise activities (henna, calligraphy, children's colouring station)

1 Week Before

- Confirm volunteers and rota
- Prepare scarves/shoe bags
- Organise refreshments (tea, coffee, snacks)
- Brief congregation on welcoming guests
- Run a practice tour

Day Before

- Print volunteer badges
- Prepare welcome packs / leaflets
- Set up recycling bins and eco-friendly serving items

On-the-Day Checklist

- Welcome desk with greeters
- Clear signage for toilets, prayer areas, exits

- Female guides and volunteers available
- Accessibility arrangements (ramps, chairs, quiet room)
- Children's area (colouring, quiz corner, scavenger hunt)
- Refreshments table (eco-friendly serving, dietary needs considered)
- Photographer/social media volunteer capturing the day
- QR codes linking to quiz & visitor feedback form

Tour Guide Tips

- Speak warmly and clearly in English
- Share mosque history, architecture, and community projects
- Encourage questions — it's fine to say *"I don't know, let me find out"*
- Emphasise that VMM is about dialogue & friendship, not da'wah

Post-event

- Share photos and videos on social media (#VisitMyMosque)
- Send thank-you letters/emails to guests (MPs, councillors, schools)
- Hold a volunteer debrief to celebrate & improve
- Share visitor feedback form (Google Form template provided)
- Invite attendees back for Eid, charity drives, and community events

Resources & Templates

- Editable Posters & Flyers
- Volunteer Rota Template
- Press Release Template

- Visitor Feedback Form (Google Form will be provided)
- Visit My Mosque Quiz (Google Form / Kahoot)

Social Media Tips

- Use hashtags: **#VisitMyMosque #Welcomeln #OpenDay**
- **Facebook** → longer community stories
- **Twitter/X** → short, clear updates with images (120–130 characters ideal)
- **Instagram** → reels, photos, filters, visitor snapshots
- **YouTube** → short video tours, visitor interviews, post-event highlights
- Tag local media and community groups to boost reach

Accessibility & Eco Tips

- Provide leaflets in large font, clear English, and translated versions where possible
- Ensure prayer hall seating for elderly & disabled visitors
- Avoid single-use plastic — use reusable or compostable cups
- Provide recycling bins & promote your mosque's eco initiatives