

Summary paper to

UK Marketing Communications within Faith Based Organisations

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Context

This paper reviews the current landscape of the Muslim charity sector in the UK and explores the main challenges and obstacles standing in the way of Faith Based Organisations. This research contains qualitative data with an interpretivist approach which support the researcher's aim to explore the current situation of the Muslim charity sector and have a better understanding of the key issues facing Muslim FBOs. This research has identified some of the main external pressures and challenges of the Islamic Charity Sector; accusations of links to terrorism, the transparency of the Muslim charities, the rising competitiveness with the increasing amount of charities in the sector and more concentrated media attention. Based on the identified challenges, this paper also puts forth recommendations for better marketing communications within Faith Based Organisations.

Aims

1. To understand the current landscape of Muslim charities in the UK.
2. To identify the key challenges faced by Muslim charities and establish the extent to which they affect the charitable sector in general.
3. To explore the marketing communications strategies of Muslim charities in the UK.

Findings

The main findings and recommendations of this research can be summarised in the following points

- The Muslim charitable sector in the UK is progressing as more charities have been established and are contributing to a thriving sector. Nevertheless, the increase in competition between Muslim NGOs, and the tough environment in terms of political climate and stricter regulation, have made it much tougher for these organisations to operate.
- The main challenges faced by Muslim charities are accusations of links with terrorism, a lack of transparency, increasing competition in the sector, public perceptions due to misrepresentation in the media and the incompetence of some employees.

- Muslim charities should have more personalised engagement with the public in order to improve loyalty. A personalised letter or update for example, would give individual donors a better idea of where and how their money has been spent and the impact it has had on people's lives. This approach may also help increase transparency and lead to greater trust in the organisation
- Most Muslim charities have a strong online presence and are actively using digital marketing and social media to raise awareness and funds. They are also using various advertising channels, as well as holding events, to gain wider coverage of their main campaigns.
- Muslim charities should have appropriate guidelines on using marketing communications tools to deliver messages, especially in relation to educating the public about charities and Islam. It is advisable that these guidelines are used by all relevant departments and individuals handling marketing communications on behalf of the charity
- Muslim charities should place more emphasis on their achievements, the success of their campaigns and how they have reached people in need with the help of their donors. This will help increase awareness, build confidence and establish trust within the community
- Muslim charities should deliver more positive messages to the public that accurately reflect their identity and work in order to challenge negative perceptions. The messages should convey their commitment to humanitarian work and make clear that their purpose is to help those in need.

For access to the complete paper, please contact Research & Development at Humanitarian Academy for Development (HAD) at: research@had-int.org