

STUDY GUIDE

Art of DA'WAH

Part 1

by Shaikh Abdul Bary Yahya

From the series:
Art of Da'wah

COURSE TOPICS

1. What is Da'wah?
2. Primary purpose of Da'wah
3. Hikmah in Da'wah
4. Examples of Hikmah from the life of the Prophet (pbuh)
5. Pillars of Hikmah
6. Pillars of Da'wah
7. Characteristics of a Da'ee
8. Lessons and benefits from the Da'wah of the Prophet (pbuh)

COURSE OBJECTIVES

1. Learning and understanding the virtues of Da'wah
2. Understanding the wisdom that is needed for Da'wah
3. Look at examples from the life of the Prophet (pbuh)

COURSE OUTLINE

QUESTION & ANSWER BUCKET

TRANSCRIPTS

ASSESSMENT

Multiple Choice Questions
Match the Columns
True or False

COURSE DURATION

Video	- 1hr 55 min
Study Guide	- 40 min
Assessment	- 10 min
Total Duration	- 2 hrs 45 min



LESSON 1

DA'WAH & ITS PURPOSE





1

WHAT IS DA'WAH?

The practice of Da'wah (calling people towards Islam) is the best profession that a person can have, and it is what all the prophets did.



“And who is better in speech than the one who invites to Allah and does righteousness and says, “Indeed I am of the Muslims.”

Al Qur'an 41:33



“And one who invites to Allah, by His permission, and an illuminating lamp.”

Al Qur'an 33:46

When a person calls to the way of Allah (swt), he is rewarded similar to anyone who follows his teachings. Both the Da'ee (the one who calls) towards good and the Mad'oo (the one who is called) are rewarded, without decrease in the reward of either.



Allah (swt) has described the Ummah of Muhammad (pbuh) as the best Ummah (nation) because of the characteristic of Da'wah.



“You are the best nation that has been brought forth for mankind, you enjoin what is right and forbid what is wrong and believe in Allah.”

Al Qur'an 3:110

When you call towards good, and forbid evil, you are calling towards peace because through Da'wah you are trying to keep the peace and preventing people from harming others.





2

PRIMARY PURPOSE OF DA'WAH

A Muslim does not call to racism or tribalism, his Da'wah is calling towards the message of Tawheed (unification of monotheism), calling towards the worship of Allah (swt).

As a Muslim, the primary purpose of Da'wah should be to call people towards 'Laa Ilaaha Illallah' – there is no deity worthy of worship except Allah (swt).



“And they believe in Allah.”

Al Qur'an 3:110

The prophets and their companions, the scholars, all took this responsibility (conveying the message of Islam) upon their shoulders and tried to fulfill it to the best of their capabilities. They were aware of their responsibilities and did not neglect them. On the other hand, we have our mates and neighbours, but we never feel the responsibility of Da'wah towards them.



“And purify your clothing; and avoid uncleanness (Shirk and other sins); and do not confer favour to acquire more.”

Al Qur'an 74:4-6

The scholars of Tafsir explain that the above verses speak about Akhlaq (manners) and appearance and how one is perceived by those around him.

It is very important for a Da'ee to have excellent character and stay away from sins. His purpose of Da'wah should be to seek the pleasure of Allah (swt) and not to seek favours and pleasures of the Dunya.



The Prophet (pbuh) said:

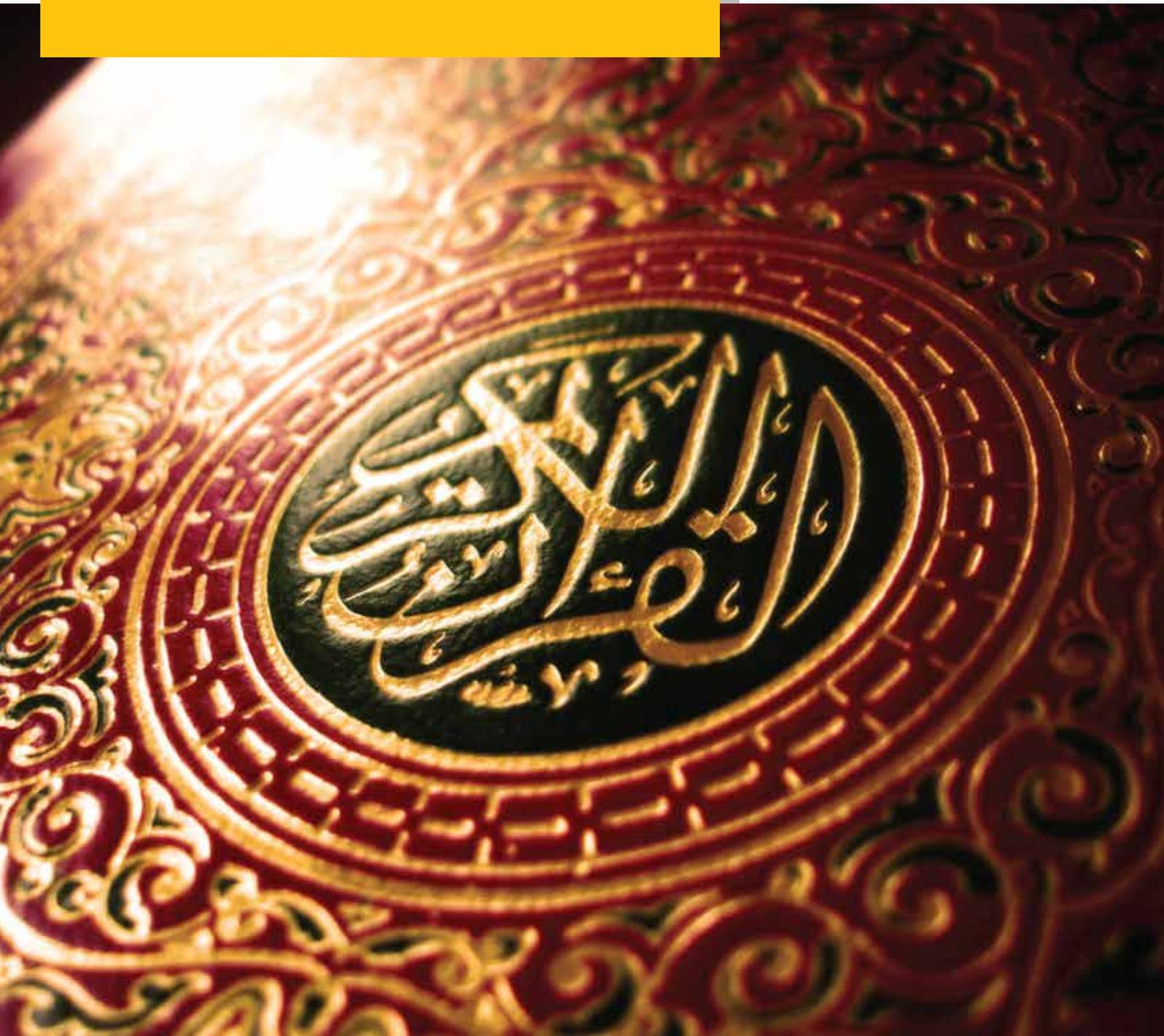
“Convey from me even if it is only an Ayah.”

Not everyone is commanded to be a Khateeb or an Aalim, but every Muslim should have the responsibility of Da'wah according to their own knowledge and ability.



LESSON 2

HIKMAH IN DA'WAH





3

HIKMAH IN DA'WAH

For one to be a successful Da'ee, he/she must possess Hikmah (wisdom). You can have something very good, but if you don't know how to share it further, others will not accept it.



“And whoever has been given wisdom has certainly been given much good.”

Al Qur'an 2:269

Hikmah is the art of knowing what to say, when to say and how to say that particular thing. If a person has these qualities, people are more likely to accept what he has to say.



“Invite all to the way of your Lord with wisdom and beautiful preaching. And argue with them in way that is best.”

Al Qur'an 16:125



4

EXAMPLES OF HIKMAH FROM THE LIFE OF THE PROPHET (PBUH)

ABU HURAIRAH (RA) NARRATED:



“A Bedouin entered the Masjid while the Prophet (pbuh) was sitting. When he finished praying, he said: ‘O Allah! Have mercy upon me and Muhammad, and do not have mercy on anyone along with us.’ The Prophet (pbuh) turned towards him and said: ‘You have restricted something that is unrestricted.’ It was not long before he was urinating in the Masjid. So, the people rushed to him. But Prophet (pbuh) said: ‘Pour a bucket of water over it - or - a tumbler of water over it.’ Then he said: ‘You have been sent to make things easy (for the people); you have not been sent to make things difficult for them.’”





REFLECTING UPON THIS INCIDENT SHOWS US THE HIKMAH OF THE PROPHET (PBUH):

- a** If the companions would have rushed and tried to stop the Bedouin forcefully, it would have caused his urine to splatter around the mosque making it dirtier.
- b** The reason that the Prophet (pbuh) did not scream or get angry at the Bedouin but taught him in a compassionate way was because he was ignorant.

While giving Da'wah to someone, you must know about their background. You cannot deal with everyone in the same manner. You need to be soft and compassionate with some, but you might also need to be firm and hard-headed at times.





5

PILLARS OF HIKMAH

PILLARS OF HIKMAH



KNOWLEDGE

The first pillar of Hikmah is knowledge, you have to know the person, their beliefs, their attitude and character.



PATIENCE

Part of being wise is also being patient. If you are not patient, you're going to do things that are wrong, you might end up getting angry and hurting people without cause. If you act in haste, we might mistake a genuinely ignorant person as hard-headed and stubborn.



“And enjoy prayer upon your family and be patient and steadfast therein.”

Al Qur'an 20:132





FORBEARANCE AND CLEMENCY

Being wise also includes saying the right thing, the right way and at the right time.

Your attitude and style of Da'wah should mould and change according to whom you are speaking to. For example, you need to adopt an appropriate tone when speaking to someone elder to not offend them, because scolding or offending them would not yield any results.

When Allah (swt) sent Prophet Musa and Prophet Haroon (pbut) to Fir'awn, and ordered them to call him to Islam –



“And speak to him with gentle speech that perhaps he may be reminded or fear (Allah).”

Al Qur'an 20:44

So, when it comes to Hikmah, when it comes to wisdom, it's one of the most important things in relation to Da'wah. Even though you might have the truth with you, you must also know how to convince and get your point across.



LESSON 3

PILLARS OF DA'WAH





6

PILLARS OF DA'WAH

PILLARS OF DA'WAH



Pillars of Da'wah are the foundations that make up the Da'wah, and the methods to call towards Allah (swt).

These are conditions derived from the Qur'an and the Sunnah, and in order for your Da'wah to be successful it has to fulfill the following conditions.





KNOWLEDGE OF WHAT YOU CALL TO

The first pillar of Da'wah is that you should have the knowledge of what you are calling towards. And as a Muslim we call people to Allah (swt).



“And one who invites to Allah by His permission.”

Al Qur'an 33:46



“Say, “This is my way; I invite to Allah with Baseerah (insight), I and those who follow me.”

Al Qur'an 12:108

‘Baseerah’ can be translated as insight or knowledge, but it also encompasses many other things.

According to the scholars, Baseerah is a quality that every Da'ee should have. It encompasses what you're calling to, the person whom you're calling, and also knowing the method to be used.

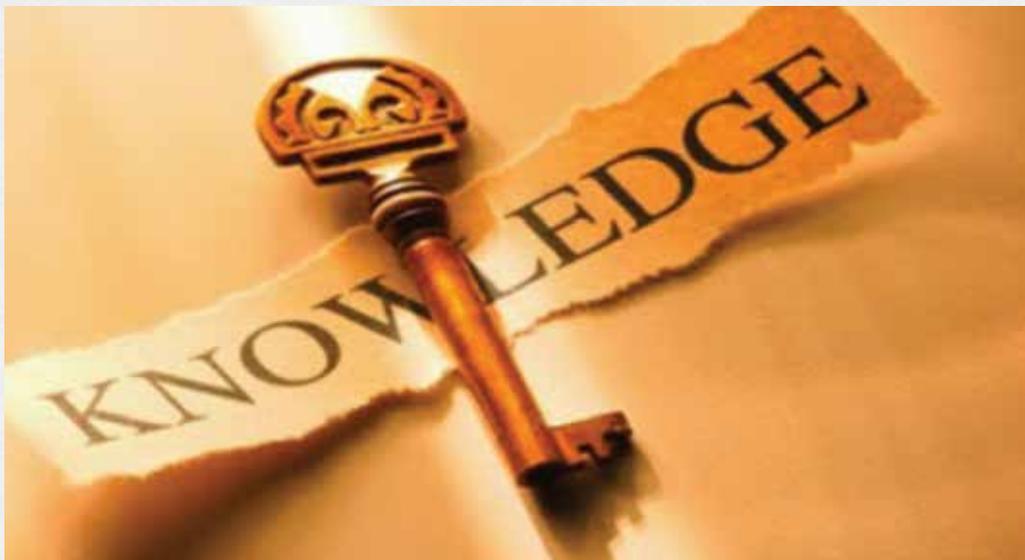


If you don't have the proper knowledge, there might be something that's Mubah or Makrooh, but you might obligate people to do it, or there might be something Haraam and you're calling people to it.



KNOW YOUR MAD'OO

The second pillar for Da'wah is that you know the condition of your Mad'oo (the person you're calling) to be able to use the best tactics.



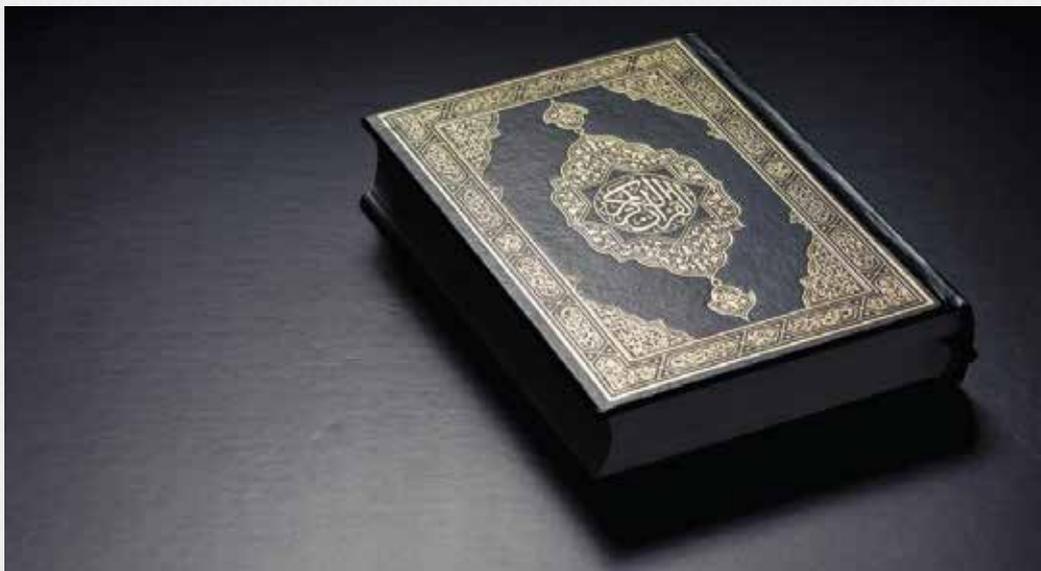


When the Prophet (pbuh) sent Mu'adh (ra) towards Yemen, he said to him:

“Verily you would reach a community of the People of the Book, the very first thing to which you should call them is the worship of Allah.”

When the Prophet (pbuh) sent Mu'adh ibn Jabal (ra) to Yemen, he informed about his Mad'oo – the people he was going to face (the Jews and Christians), so that he can appropriately call them to Tawheed.

If you do not know about your Mad'oo, you might make mistakes or say inappropriate things which might cause them to turn away from your message.





THE METHODOLOGY OF DA'WAH

The Kaifiyyah Ad Da'wah (methodology of Da'wah) is a very important pillar of Da'wah.

Even though you may have the knowledge, but if your method isn't right, if you don't use the tactics, your Da'wah won't have the desired effect.

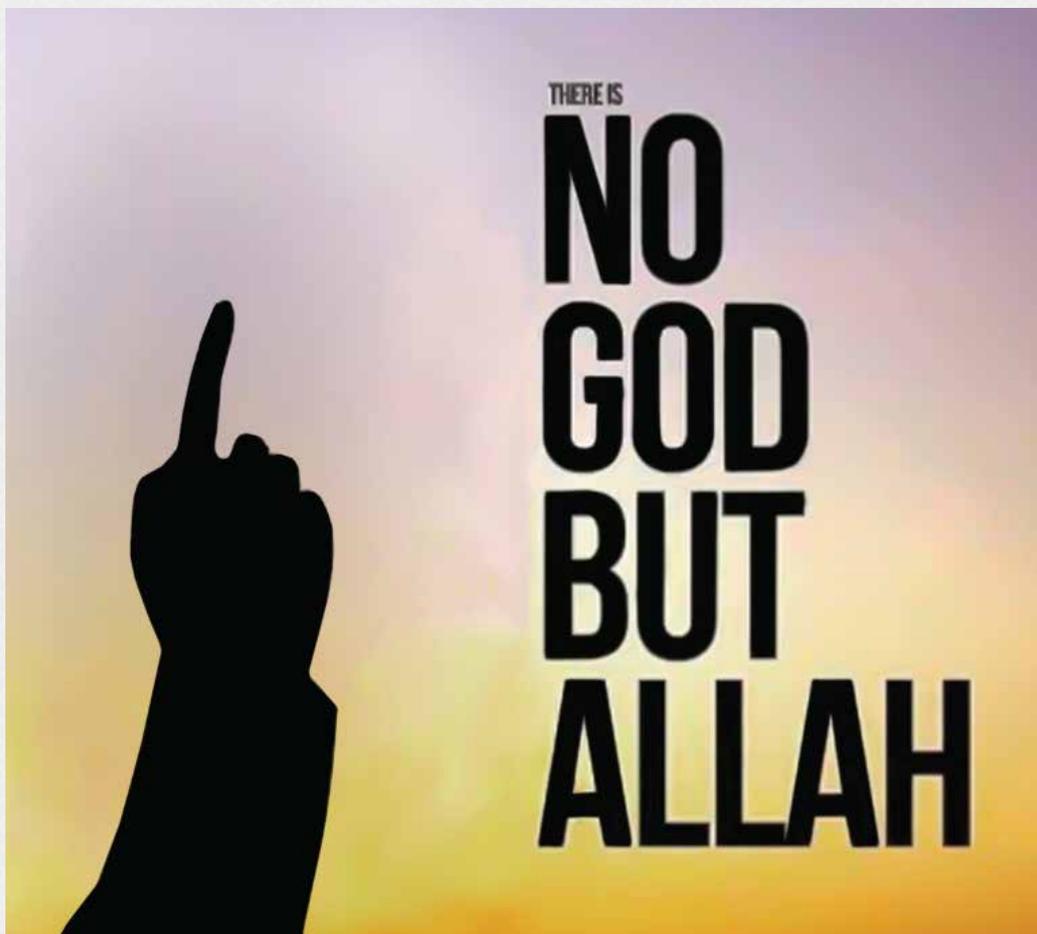
If somebody is at a stage where they're just coming back to the Deen or not practising at all, the first thing that you should start with is not the Hijaab or the beard. Build the Imaan up before you go to the next step.





Always start with Tawheed, and work on building their Imaan. Speak to them about the Hereafter, about the Hellfire and the Paradise. Once the Imaan enters their heart, the Mad'oo will themselves be drawn towards righteousness.

Also, one must understand that there are certain things that are permissible and certain things that are not permissible. And there's some things that we can compromise, and other things that can't be compromised on.





LESSON 4

CHARACTERISTICS OF A DA'EE





7

CHARACTERISTICS OF A DA'EE

CHARACTERISTICS OF A DA'EE

SINCERITY

PRACTISE WHAT
YOU PREACH

KNOWLEDGE

TRUTHFULNESS

AMONGST SOME OF THE MOST IMPORTANT
CHARACTERISTICS THAT A DA'EE SHOULD
HAVE ARE:



SINCERITY

A Da'ee should be sincere in his Da'wah, it should be only for the sake of Allah (swt) and not to achieve any worldly goals, because if the intention falters, then it will be against him on the Day of Judgement.



The Prophet (pbuh) said:
“Indeed, deeds are judged by their intentions.”

If your intention is not for the sake of Allah (swt), your deeds will not be accepted by Him. If you are not sincere in your Da’wah, you won’t be able to achieve the desired effect and convince the Mad’oo to follow you.

The Prophet (pbuh) mentioned that among the first three people to be thrown into Hellfire would be an Aalim (one who acquired and spread religious knowledge) because of his intention. It was not to please Allah (swt) but to gain fame and influence among the people in this world.

When one is sincere, it doesn't matter whether somebody praises you or criticises you, you continue with your goal because you aim to please Allah (swt) and not the Dunya.



PRACTISE WHAT YOU PREACH

Allah (swt) detests a person who preaches others to do or to abstain from something, but himself does not follow his advice.



“O you who believed, why do you say what you do not do? Greatly hateful in the sight of Allah is that you say what you do not do.”

Al Qur'an 61:2-3



The Prophet (pbuh) said:

“A man will be brought on the Day of Resurrection and thrown in the (Hell) Fire, so that his intestines will come out, and he will go around like a donkey goes around a millstone. The people of (Hell) Fire will gather around him and say: ‘O so-and-so! What is wrong with you? Didn't you use to order us to do good deeds and forbid us to do bad deeds?’ He will reply: ‘Yes, I used to order you to do good deeds, but I did not do them myself, and I used to forbid you to do bad deeds, yet I used to do them myself.”



One must make sure that he/she not only focuses on Da'wah for others, but also focuses on getting into practise what he/she is preaching to others, because the punishment otherwise is very severe.

If you do not apply what you're learning, you're like a person burning himself in the darkness of the night so that others can see the path. You harm yourself so that others can gain benefit of you.





TRUTHFULNESS

One of the most important requirements of a Da'ee is that he/she must be truthful and trustworthy, because if people do not trust you, they do not trust your character and words, they will never accept what you try to preach.

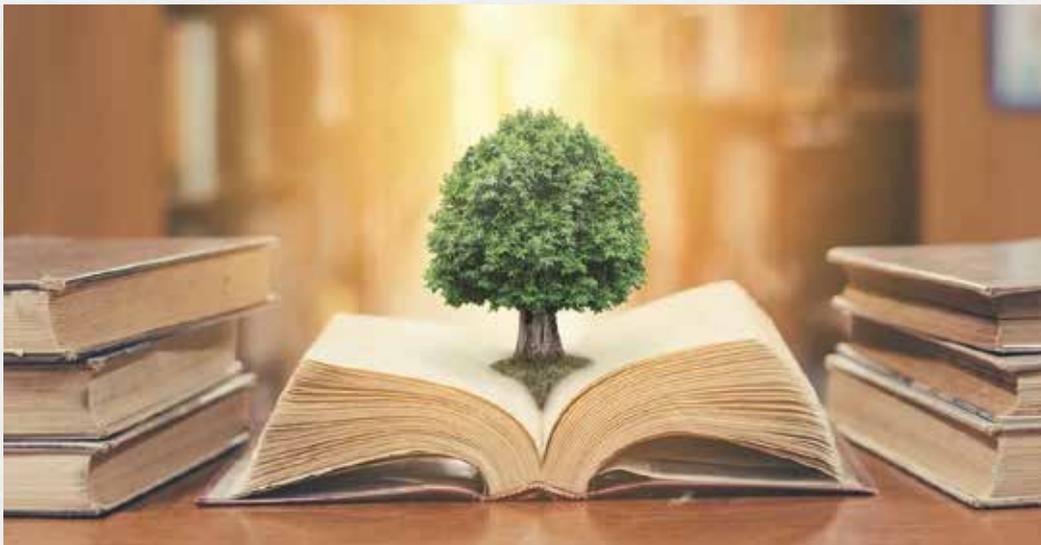
The Prophet (pbuh) was known as 'Al Ameen' (the trustworthy). In fact, he had such a reputation amongst his people that even his enemies would entrust him with their wealth and belongings if they wanted to travel.





KNOWLEDGE

One of the core characteristics of a Da'ee is that he/she should be knowledgeable. If you do not have knowledge, you might end up obligating upon people what is only Mubaah or even Haraam, or you might ask someone to abstain from something that would be a Sunnah or a Fard.





LESSON 5

LESSONS AND BENEFITS FROM THE DA'WAH OF THE PROPHET (PBUH)





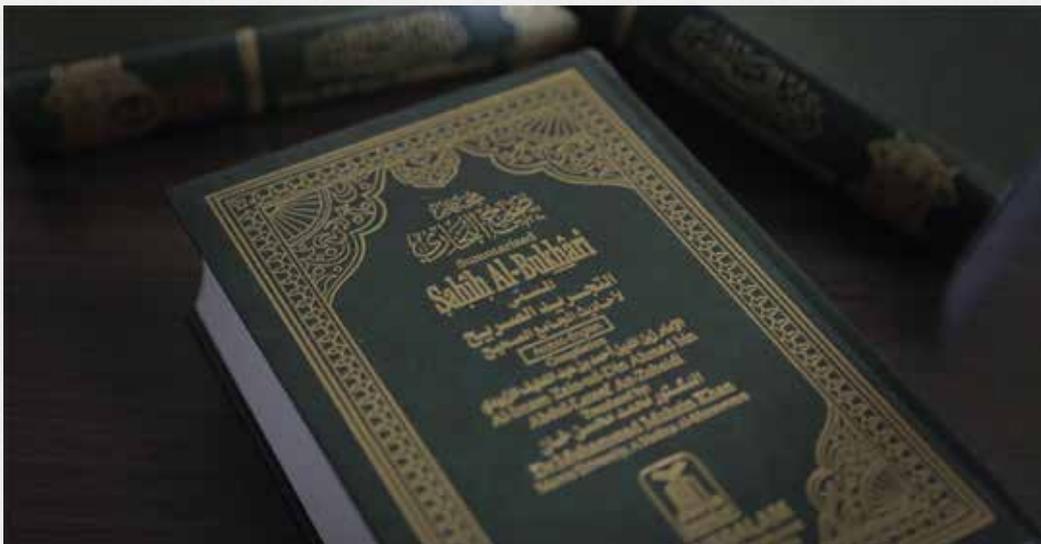
8

LESSONS AND BENEFITS FROM THE DA'WAH OF THE PROPHET (PBUH)

THE SEERAH OF THE PROPHET (PBUH) IS DIVIDED INTO TWO PERIODS – THE MAKKAN PERIOD AND THE MADINAN PERIOD.



The Makkan period is the time before the Hijrah of the Prophet (pbuh) to Madinah. It is a very important aspect in the field of Da'wah, especially for people who are living in non-Muslim countries because during this period the Prophet (pbuh) was in a non-Muslim majority environment.





AMONG SOME OF THE IMPORTANT LESSONS LEARNT FROM THE DA'WAH OF THE PROPHET (PBUH) IN MAKKAH ARE:

a HAVE A STRONG CORE GROUP

During the first stage of Da'wah (the first three years), Da'wah was more like a personal and secretive affair. The Prophet (pbuh) was commanded to be secretive and only do Da'wah to his trustworthy friends and close relatives.

If you want to form any organisation or start something new, the first and the most important step would be to bring on board people you can trust, people who are sincere and willing to sacrifice their time and put in efforts for your cause.

Similarly, Islam was something new and at its beginning stages in the Arab society. Allah (swt) planned for His prophet to have a strong group of support and strength who would back him up in his mission when he would be faced with opposition and difficulties.



b

PERSONALISE THE MESSAGE

When the Prophet (pbuh) was commanded to continue his Da'wah in the open and invite everyone to the message of Tawheed, he called out the people of Makkah individually and also generalised it by calling out each tribe by its name.

So, it is important to note that even it may take up more time, sometimes it is better to make your Da'wah personal. It makes it easier to draw people's attention and also get them interested in what you have to offer.



C**MAKE NO COMPROMISES ON QUALITY**

Try to present your Da'wah in the best possible way, even if it means paying non-Muslims to help you in propagating your religion.

When the Prophet (pbuh) made Hijrah from Makkah to Madinah, he had a bounty of 100 camels put on him. Even though there were other Muslims who knew the way to Madinah, the Prophet (pbuh) hired Abdullah Ibn Uraiqit, a non-Muslim to guide him on his journey because he was the best in his profession.

Similarly, when it comes to Da'wah, one should always try to give his best and not settle for anything lesser than that even if he/she may have to take help from a non-Muslim for it.





d

ALWAYS HAVE A BACKUP PLAN

During the fifth year, the Prophet (pbuh) allowed some of his companions to migrate to Habashah (Abyssinia) because of the torture that the Muslims faced in Makkah.

Even after the Muslims migrated to Madinah, the Prophet (pbuh) ordered a group of Muslims who had migrated to Abyssinia to remain until the Muslims had a strong hold in Madinah. So, this was the backup plan of the Prophet (pbuh) in case things didn't work out according to their plans in Madinah.

So, as Muslims when we plan things, or make Da'wah, we should always think about a backup plan so that one is not caught unaware and unprepared.





e

PLAN OUT YOUR THINGS

Even if you are sure of success and victory, always make sure to plan out your task and take all the precautionary measures. One should never get into anything haphazardly.

Make all the necessary preparations, take all the necessary precautions and then you put your trust in Allah (swt).

When the Prophet (pbuh) planned for the Hijrah to Madinah, he travelled south and hid in a cave instead of the north. Even though he knew that he had the protection of Allah (swt) and was promised victory, he took all the precautionary measures and didn't travel through the normal route used by people.

Similarly, as Muslims while making Da'wah, we should also plan and do the best that we can, and not act foolish or haphazardly.



f

PARTNER UP WITH THOSE WHO CAN BENEFIT THE CAUSE OF DA'WAH

Try to partner up with influential people, people with big followings, pray to Allah (swt) to open up their hearts to your Da'wah, because when they would accept the message of Tawheed, it would have an effect on their following too. It would help to get more people interested in the message of Islam.



The Prophet (pbuh) said:

“O Allah! Honor Islam through the dearest of these two men to you: Through Abu Jahl or through 'Umar bin Al Khattab.”

"And the dearest of them to Him was 'Umar."

Because both Umar bin Al Khattab (ra) and Abu Jahl were amongst powerful and influential men in Makkah.





**QUESTION
& ANSWER
BUCKET**





01

WHY DID THE PROPHET (PBUH) NOT REPRIMAND THE BEDOUIN WHO URINATED IN THE MASJID? WHAT WAS THE HIKMAH?

Ans:

The Hikmah behind the Prophet (pbuh) not reprimanding the Bedouin for urinating in the Masjid was that:

i

Since the companion was a Bedouin, he was ignorant about the way of life in the cities and the sanctity of the Masjid. So, the Prophet (pbuh) taught him about it in a compassionate way.

ii

If the Prophet (pbuh) would have allowed the companions to stop him forcefully, it would have caused his urine to splatter around the mosque making it dirtier.



02

WHAT IS THE IMPORTANCE OF BASEERAH IN DA'WAH?

Ans:

According to the scholars, Baseerah is the quality of knowing what you call towards, knowing the background of the Mad'oo, and the way to be used in that particular situation.

If one of these is missing, your Da'wah will not be successful because you might offend your Mad'oo if you don't know about his background. You may call towards something that which is Haraam because of lack of knowledge etc.



03

IS IT PERMISSIBLE TO PRAY TO ALLAH (SWT) FOR GUIDANCE OF MOVIE STARS, SPORT STARS AND OTHER INFLUENTIAL PEOPLE TO ISLAM?

Ans:

To try and partner up with influential people or pray to Allah (swt) for their guidance to Islam is one of the lessons learnt from the Da'wah of the Prophet (pbuh) because their beliefs have an effect on their followers too, helping to interest more people towards Islam.



The Prophet (pbuh) made Dua to Allah (swt):
"O Allah! Honor Islam through the dearest of these two men to you: Through Abu Jahl or through 'Umar bin Al Khattab."

"And the dearest of them to Him was 'Umar."



 www.zakirnaik.com

 [zakirnaik](https://www.facebook.com/zakirnaik)

 [drzakirchannel](https://www.youtube.com/drzakirchannel)

 [zakirnaikpersonal](https://www.instagram.com/zakirnaikpersonal)

 [drzakiranaik](https://twitter.com/drzakiranaik)

 www.peacetv.tv



AL HIDAAYAH

الهداية

The Guidance for Humanity

Based on the Glorious Qur'an and Authentic Hadith