



**NTU MUSLIM SOCIETY**

*CORPORATE PORTFOLIO*

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# INTRODUCTION

Nanyang Technological University Muslim Society (NTUMS) is a community of Muslims from different walks of life coming together to build ukhuwah (brotherhood) and contribute to the society at large.

## VISION & MISSION

### VISION

A community of Mu'min (faithful believer) personalities, leading society towards Mardhatillah (the pleasure and blessings of God).

### MISSION

1. To unify the Muslim community and be a place where members feel a sense of belonging
2. To nurture the NTU Muslim community with the relevant knowledge, skills, and experience so that they are able to be contributing members to society, in line with the principles and guidelines of the religion
3. To ensure the welfare and needs of the NTU Muslim community are being taken care of

# NTUMS SUBCOMMITTEES & ADHOCS

Subcommittees work directly with the Executive Committee members to cater to the needs of the NTUMS community throughout the academic year, while Adhocs work on various, wide-ranging projects in Semester 1 and/or 2.

## SUMMARY OF NTUMS SUBCOMMITTEES



### Training and Development Subcommittee

The Training and Development Subcommittee looks into the development of students, be it mentally or spiritually. They provide events to cater to the enrichment of NTUMS's members and explore various avenues for development to suit the different needs of the Muslim community. Past initiatives include Duties of a Knowledge Seeker, Women of Mankind and Night of Reflection.



### Welfare Subcommittee

The Welfare Subcommittee is responsible for planning and executing initiatives concerning the wellbeing of the Muslim community in NTU. Past initiatives include organising the Exam Welfare Programme, Custodians' Appreciation Week and Dinner Pre-order Service during examination periods.



### Community Outreach Subcommittee

The Community Outreach Subcommittee aims to bridge gaps existing within NTU's multidimensional Muslim community, as well as between the NTU Muslim Community and the wider community. Past initiatives include International Day which brought together local and international Muslim undergraduates for a day of cultural exchange.



### Marketing Subcommittee

The Marketing Subcommittee is in charge of NTUMS's social media accounts and public image. They publicise NTUMS's initiatives and is also a great avenue for Muslim individuals to hone their creative talents.



### Assets Subcommittee

The Assets Subcommittee is integral to the smooth-running of NTUMS programmes. They provide logistical support such as Friday Prayer buses, and are also in charge of managing the prayer rooms around campus.

# SUMMARY OF NTUMS ADHOCS

## ISLAMIC AWARENESS PROGRAMME (IAP)

Islamic Awareness Programme (IAP) essentially aims to share about Islam and its values with NTU students. The adhoc designs various initiatives, like campaigning and talks that seek to provide valuable insight regarding the daily practices, actions and beliefs of fellow Muslims, so that others may gain even more understanding and appreciation for one of the most popular religions in the world.



## SAFWA

Safwa, previously known as Muslimah Empowerment Series (MES), aims to develop a sense of community among the Muslimahs in NTU. The adhoc hopes to elevate the status of Muslimahs through knowledge, resilience and ukhuwah via events geared towards female Muslims.



# SUMMARY OF NTUMS ADHOCS

## ORIENTATION PROGRAMME (OP)

Orientation Programme (OP) is a collaborative effort with PERBAYU - the NTU/NIE Malay Cultural Society. This adhoc aims to welcome the new Muslim and/or Malay students to NTU/NIE. The camp helps freshmen adjust to student life whilst incorporating games and activities.



## YUSRA

Yusra is a local humanitarian effort that aims to benefit the socially and physically disadvantaged. From events like Raya Revamp, where volunteers repainted flats in preparation for Aidilfitri, to outings with kindergarten children to the zoo, the adhoc engages a diverse range of beneficiaries.



# SUMMARY OF NTUMS ADHOCS

## ALTERISK

Alterisk is dedicated towards reaching out to disadvantaged youths of various backgrounds with the main purpose of making a difference to their lives. Alterisk organises camps and/or carnivals to help guide these youth and impart upon them some valuable life lessons, with Alterisk members often times taking away the very same inspiration from these amazing youth.



## ELEVEN

ELEVEN (e-leven.co) is an online platform sharing a variety of content, all underlain with the message of Islam. Comprising of contributors from both within and outside NTU/NIE, ELEVEN has grown into a brand of its own with a strong, dedicated readership and an increasingly significant online following.



# SUMMARY OF NTUMS ADHOCS

## PULSE



Pulse is a platform to inspire the Muslim community to be more physically active through the promotion of sports and games on campus. They aim to develop the Muslim community holistically, through inculcating a healthy lifestyle.





# SPONSORSHIP SYSTEM

Interested sponsors may choose monetary and/or in-kind sponsorships\*. Proceeds will go to the funding of NTUMS events. Sponsors may choose from three tiers of sponsorships:

TIER	AMOUNT	BENEFITS
 BRONZE	<b>\$200 and above</b>	SOCIAL MEDIA <ul style="list-style-type: none"> <li>• Sponsorship appreciation post on NTUMS's Instagram (equivalent to an audience of 1840 followers)</li> <li>• Sponsorship appreciation post on NTUMS's Instagram Story (equivalent to 24 hours of advertising)</li> </ul>
 SILVER	<b>\$500 and above</b>	SOCIAL MEDIA <ul style="list-style-type: none"> <li>• Sponsorship appreciation post on NTUMS's Instagram (equivalent to an audience of 1840 followers)</li> <li>• Sponsorship appreciation posts on NTUMS's Adhoc Instagram Accounts**</li> <li>• Sponsorship appreciation posts on NTUMS's Instagram Story (equivalent to 48 hours of advertising)</li> </ul> EVENT POSTER <ul style="list-style-type: none"> <li>• Logo and company name will be displayed on 3 NTUMS events' posters</li> </ul>
 GOLD	<b>\$1000 and above</b>	SOCIAL MEDIA <ul style="list-style-type: none"> <li>• Sponsorship appreciation post on NTUMS's Instagram (equivalent to an audience of 1840 followers)</li> <li>• Sponsorship appreciation posts on NTUMS's Adhoc Instagram Accounts**</li> <li>• Sponsorship appreciation posts on NTUMS's Instagram Story (equivalent to 72 hours of advertising)</li> <li>• Advertising of product/service(s) on NTUMS's Twitter</li> </ul> EVENT POSTER <ul style="list-style-type: none"> <li>• Logo and company name will be displayed on 5 NTUMS events' posters</li> </ul> DOOR GIFTS <ul style="list-style-type: none"> <li>• Sponsors can choose to include their products in our door gifts</li> </ul> ASSISTANCE WITH MARKET SURVEYS OF YOUTH MARKET <ul style="list-style-type: none"> <li>• NTUMS can tap on its existing audience to disseminate surveys through social media and its Telegram page</li> </ul>

\*In-kind sponsorships include item merchandise, equipment and food products.

\*\*In the event that sponsorship is directed towards a specific adhoc

# APPENDIX

## ANNEX A: SOCIAL MEDIA STATISTICS

ADHOC NAME	ADHOC INSTAGRAM HANDLE	FOLLOWER COUNT
NTU MUSLIM SOCIETY	@myntums	1840
ALTERISK	@ntumsalterisk	550
ELEVEN	@eleven.magazine	1100
ISLAMIC AWARENESS PROGRAMME	@iap_2020	540
ORIENTATION PROGRAMME	@quest.metanoia	430
PULSE	@ntumspulse	750
SAFWA	@wearesafwa	620
YUSRA	@project.yusra	730
TOTAL		6560

Note: These figures are an estimate. Future numbers may vary.

## ANNEX B: AVERAGE EVENT STATISTICS

	PAST EVENTS	ATTENDANCE
EXECUTIVE COMMITTEE	Subfam Day	26
	MS-GSA Iftar 2021	26
TRAINING AND DEVELOPMENT SUBCOMMITTEE	Dear Soulmate	154
	It Ends with Us: Managing Toxic Relationships	66
COMMUNITY OUTREACH SUBCOMMITTEE	The Art of Caring 1	31
	Let's Talk: Eco Muslims	42
WELFARE SUBCOMMITTEE	Exam Welfare Pack	200
	Custodians' Appreciation	50 hampers
	Mug n Makan	100

Note: These figures are based on past attendance. Future attendance may vary.

# APPENDIX

## ANNEX C: EXAMPLES OF ADVERTORIALS

### INSTAGRAM POSTS:

