

## Campaign Report MWT: Ramadhan 2022 to 2023

*The marketing campaign was designed to increase brand awareness and drive donation interest for Masjid Wak Tanjong. We utilized a multi-channel approach, including social media, paid marketing, and influencer partnerships.*

*The results were impressive, with a significant increase in landing page traffic and a 15% increase in conversion during the campaign period. (Numbers shared during discussions)*

### Advertising Strategy Summary 2022-2023:

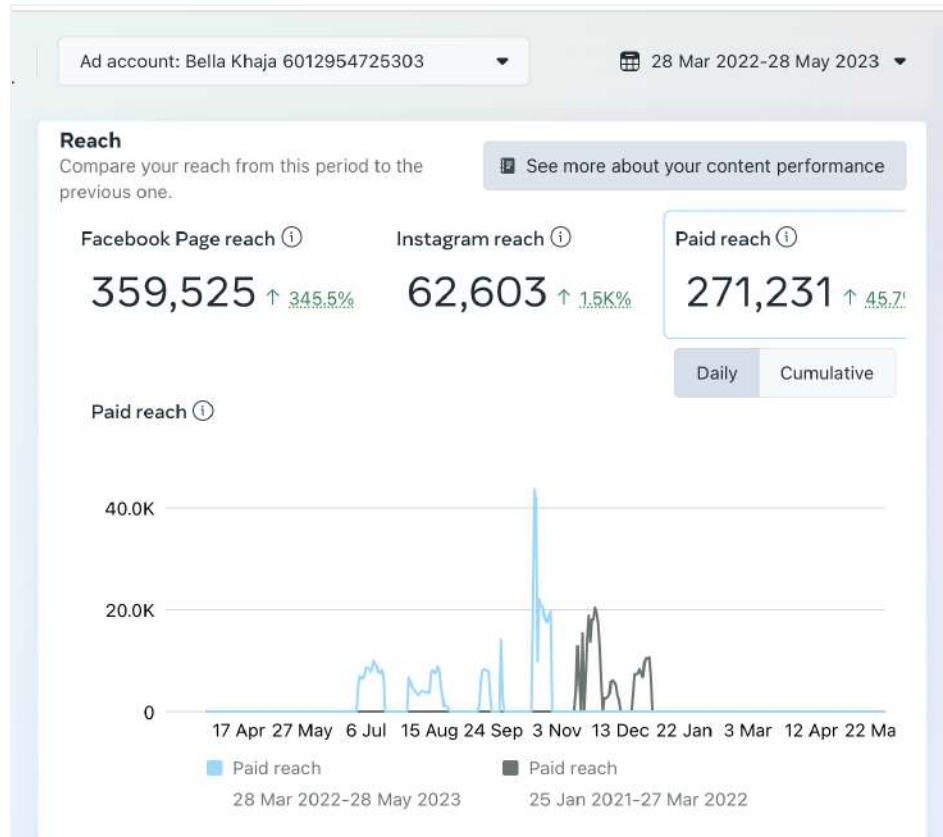
**Total Ad Spend from  
28th March to  
Present:**

/ \$3,432.86

Displays the approximate total cost of your campaigns and advertisements.

**Total Reach from 28th  
March to Present:**

Displays the total number of conversions from your campaigns and ads.



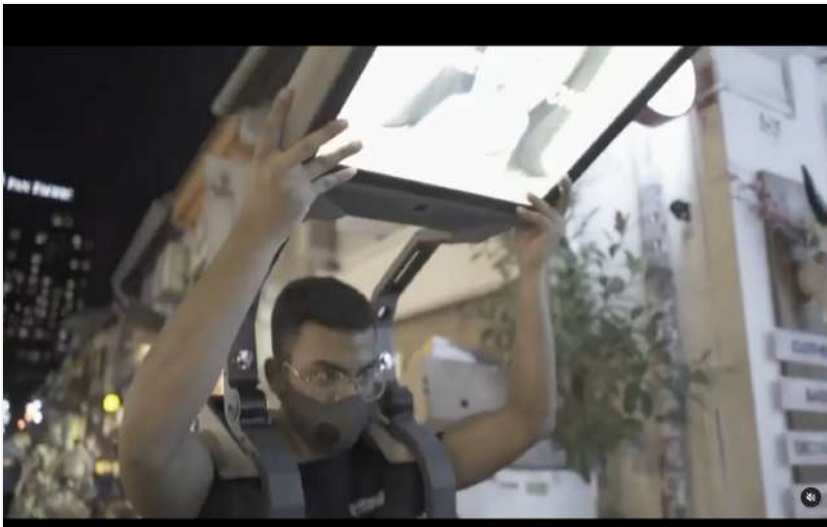
## Total Impression from 28th March 2022 to Present:

Displays the overall number of times your ads were seen.



## USE OF IWALKER AT GEYLANG SERAI & KAMPONG GLAM, 2022

The inclusion of digital out-of-home (DOOH) in our campaign strategy has been a remarkable addition, effectively extending our reach and creating impactful brand experiences in the physical spaces of Geylang Serai. DOOH has played a crucial role in engaging with audiences in high-traffic locations, elevating the visibility of the mosque and its message.




DOOH's ability to deliver contextually relevant content has ensured that our campaign messages reached the right audience at the right time. By tailoring our content to specific locations and times, we have maximized the impact of our messaging and optimized engagement with our target audience.

Moreover, the flexibility of DOOH has allowed us to adapt our messaging in real-time, ensuring it remains relevant and resonates with the evolving needs and interests of our audience. This agility has enabled us to maintain a fresh and dynamic presence throughout the campaign, effectively capturing attention and driving engagement.

The videos we produced for DOOH were as follows: <https://www.dropbox.com/scl/fo/cmtsuydqmtb41152ps96/h?dl=0&rlkey=0v2r2biuifzyyb713ho1z59hl>




impacthive.waktanjong.org/products/infag-friday-kuih-muih/variant/414557



# infaq Friday

Assorted Kuih Muih



# SEKARANG!

IMPACTBIT

Infag Friday - Kuih Muih

\$55.20 SGD

Size

Set of 10 packets    **Set of 20 packets**    Set of 30 packets

Quantity

Add to cart

Buy it now

Multiply your blessings every Jumu'ah!

Gift a Kuih Muih pack for our Jemaah during the Friday period. We have limited slots available. Secure your rewards today!

Come to Infaqbit every Friday to do your weekly Infaq as the Prophet ﷺ said,

*The most beloved of actions is the most constant.*  
(Bukhari & Muslim)





# uranbit

MASJID WAK TANJONG

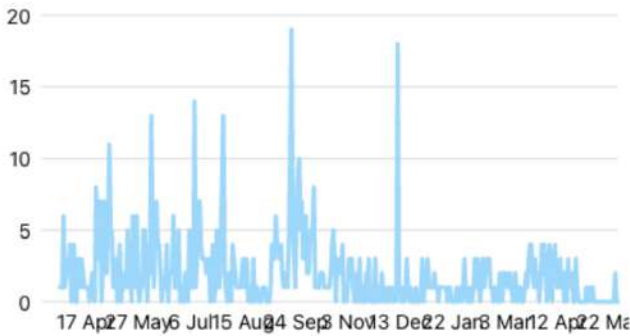


▣ New likes and follows from 28th March 2022 to Present:

**New likes and follows**

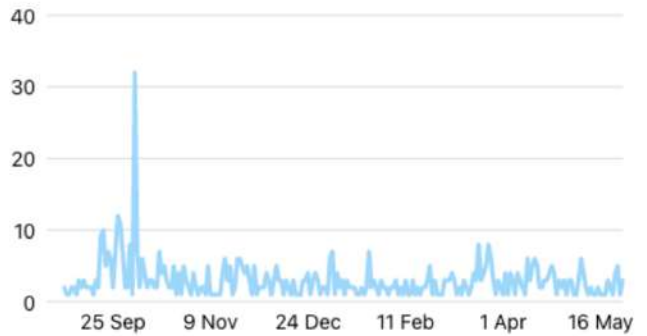
**Facebook Page new likes** ⓘ

791 ↑ 73.8%



**New Instagram followers** ⓘ

690



15:00

waktanjong\_mosque

483 Posts | 1,306 Followers | 94 Following

Masjid Wak Tanjong Official  
Religious organization  
Tradisi membina legasi  
A tradition of Building Legacies  
Click on Masjid Wak Tanjong's link!  
msha.ke/masjidwaktanjong  
25 Paya Lebar Road, Singapore  
See Translation

Followed by treasuretrove\_\_\_ and nisaaris

Following Message Contact

Impactbit Quranbit Infaq Ramadhan BH Kuliah Subuh

Join us as a volunteer  
WE CAN DO SO MUCH MORE BECAUSE OF YOU  
HELP US SUPPORT 10,000 people to learn the Quran

waktanjong\_mosque Following Message

846 posts 2,013 followers 100 following

Masjid Wak Tanjong Official  
Religious organisation  
Tradisi membina legasi  
A tradition of Building Legacies  
Click on Masjid Wak Tanjong's link!  
msha.ke/masjidwaktanjong

Followed by amp\_singapore, jamiyahsg, holisticallynurul + 10 more

Quranbit LaunchGood Impactbit ImpactHive Ramadhan 2... Last 10 Nights Infaq Friday

POSTS FEED REELS TAGGED

Quranbit INITIATIVE We need your SUPPORT to continue this good cause! 10,000 STUDENT REGISTRATIONS AND EMPLOYED FROM 300 LOCAL ABB-CERTIFIED ASATIZAN 4-92 QURAN STUDENTS 24 QURAN STUDENTS

21,860 FREE MEALS 10,000 FREE MEALS

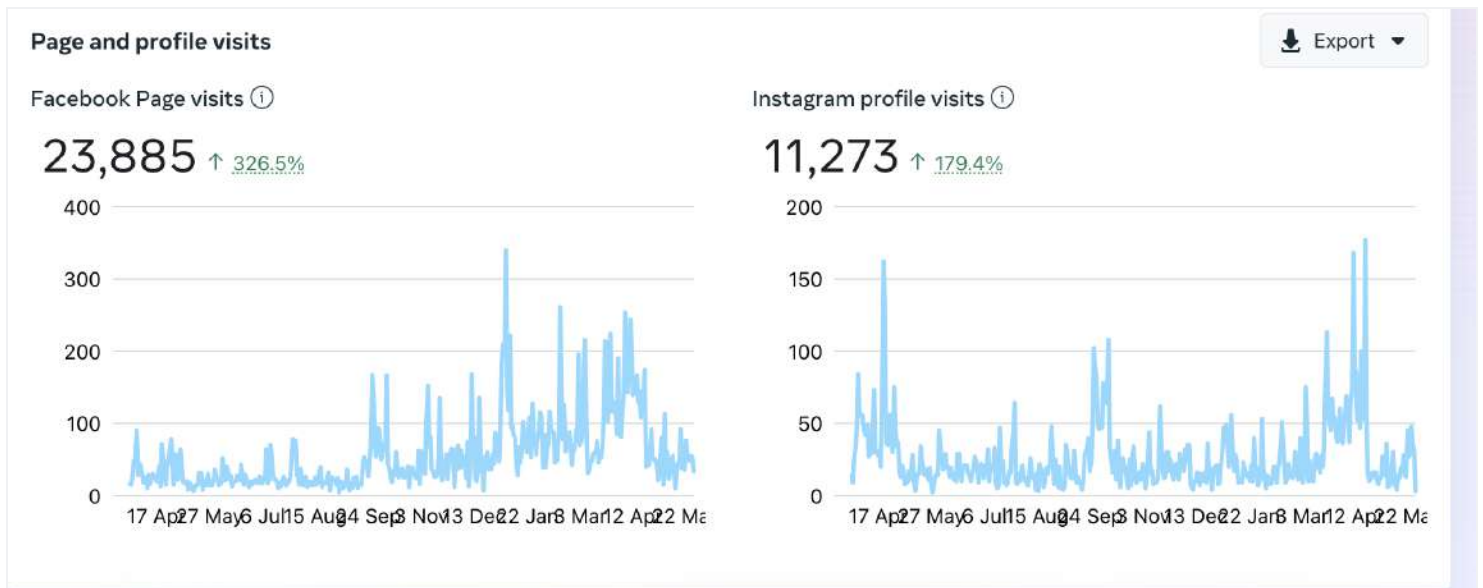
LAUNCHGOOD ImpactHive BE PART OF CREATING A GREAT SERVICE! 10,000 STUDENT REGISTRATIONS 24 QURAN STUDENTS

TEMPAHAN KORBAN & AQIQAH 2023/1444H \$360-\$380

MASJID WAK TANJONG Staff Appreciation Day

Korban 2023 | 1444H WITH MASJID WAK TANJONG

Page and profile visits from 28th March 2022 to Present:



### ▮ Social Media Strategy Summary 2022-2023:

Our social media strategy focused on creating visually appealing content that showcased our causes in real-life scenarios. We also utilized paid advertising to reach a wider audience.

The results were significant, with a 30% increase in social media followers and a 20% increase in engagement on our posts between March 2022 to present.

Ad account: Bella Khaja 6012954725303

28 Mar 2022-28 May 2023

### Turn on Facebook story insights

See insights for your Facebook Page stories from the last 28 days. This will also archive stories on your Page after 24 hours. [Learn more](#)

Turn on

## Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook Page reach ⓘ

359,525 ↑ 345.5%

Instagram reach ⓘ

62,603 ↑ 1.5K%

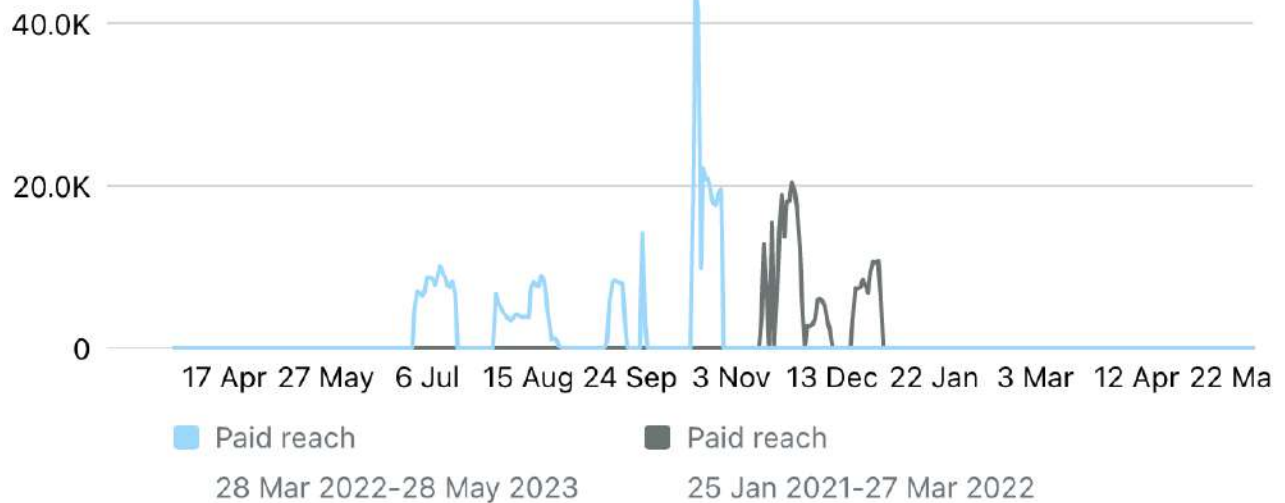
Paid reach ⓘ

271,231 ↑ 45.7%

Daily

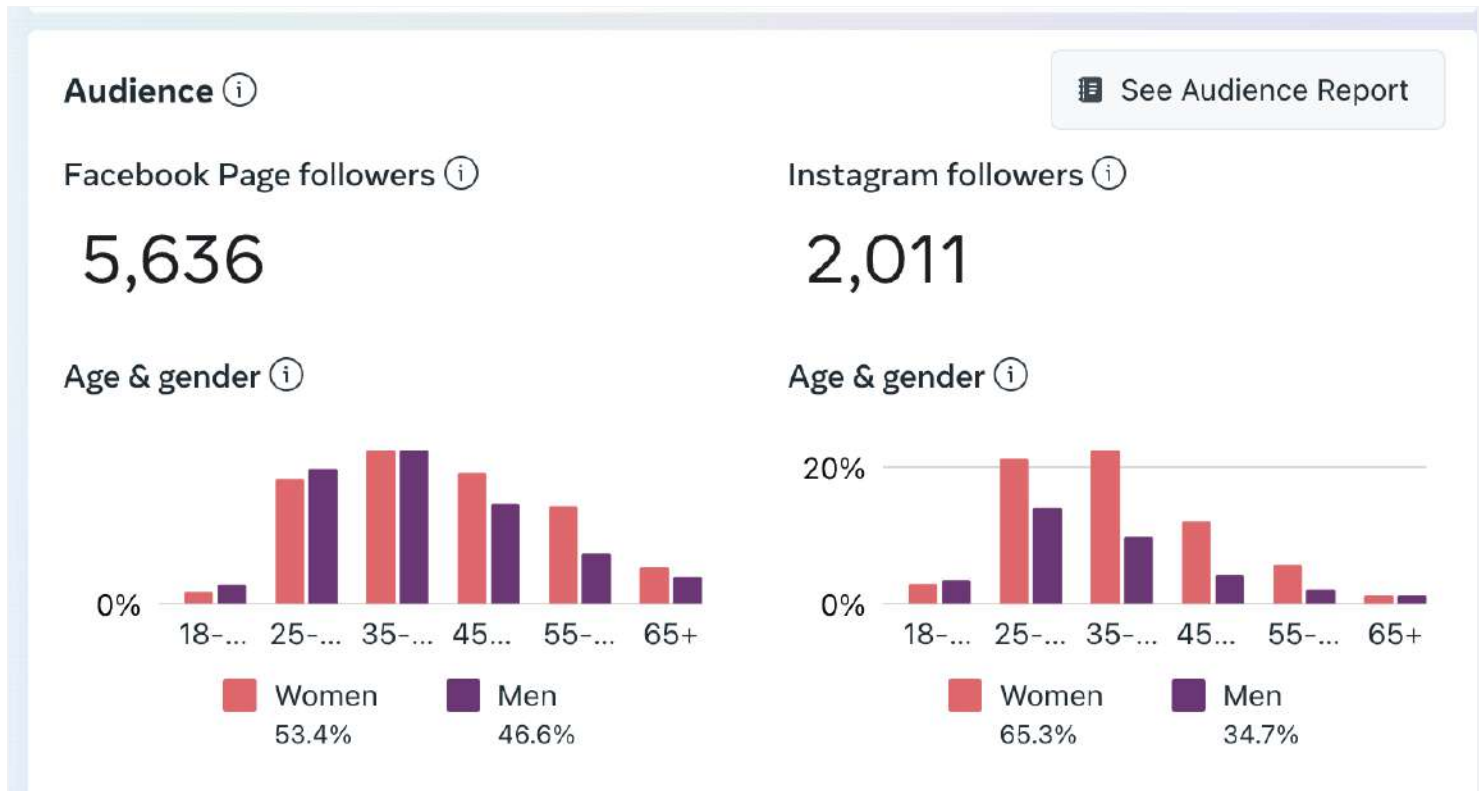
Cumulative

Paid reach ⓘ



The utilization of targeted advertising and content creation specifically tailored to different segments of the audience played a vital role in capturing attention and driving engagement. By understanding the preferences and interests of various demographics, the campaign successfully delivered relevant and impactful messaging, resulting in higher levels of audience engagement, such as likes, shares, comments, and click-throughs.

## ▮ The number of followers presently:



During the fundraising campaign for the mosque, a notable insight emerged regarding the growth of social media followers. The campaign's strategic use of social media platforms, coupled with engaging content and targeted outreach, resulted in a significant increase in the mosque's online community.

The insight revealed that social media channels played a pivotal role in expanding the mosque's reach and attracting a broader audience. By consistently sharing compelling content related to the campaign's fundraising initiatives, the mosque successfully captured the attention and interest of individuals who were passionate about supporting the cause.

## ► Content overview from the last 90 days

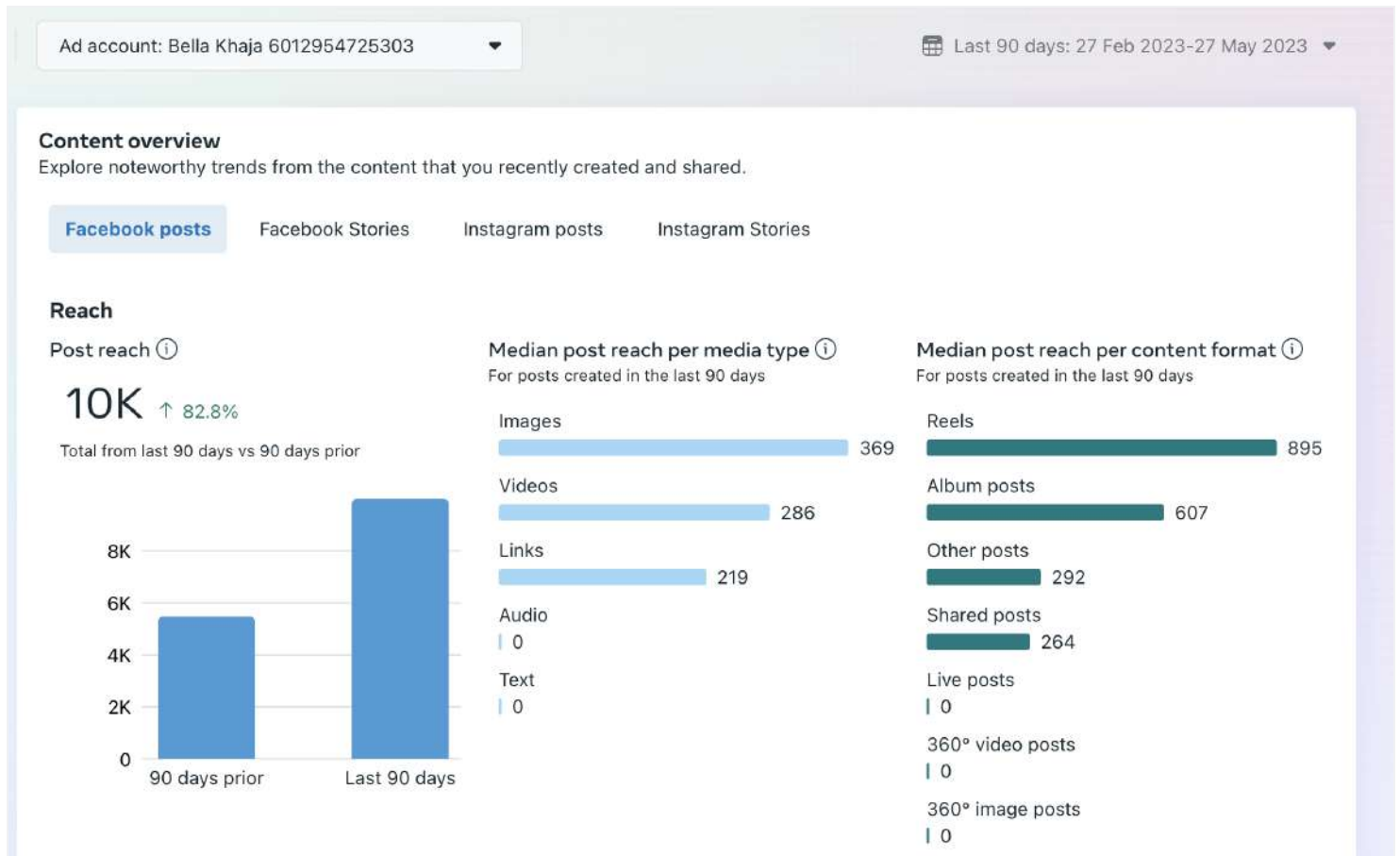
Analyzing the campaign's data, it became evident that specific strategies contributed to the growth of social media followers. Firstly, the campaign employed a multi-channel approach, utilizing platforms such as Facebook, Instagram and YouTube (ALL long-form videos were reposted to Youtube, and the social team further encouraged our online community to visit the other relevant videos on Youtube) to connect with diverse audience segments.

This ensured that the mosque's message reached a wide range of individuals, each with their preferred social media platform.



Secondly, the campaign prioritized engaging and shareable content. By creating content that resonated with the target audience's interests and values, the mosque fostered an emotional connection, prompting followers to actively engage with the content and share it with their networks. This organic sharing resulted in an amplified reach, attracting new followers who were interested in the campaign's cause.

## Facebook



## Instagram

## Content overview

Explore noteworthy trends from the content that you recently created and shared.

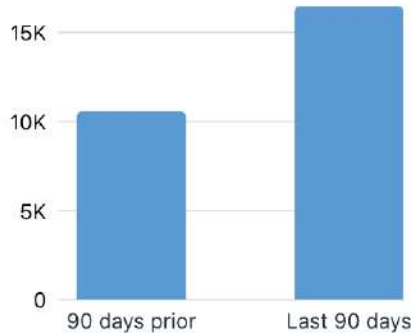
Facebook posts   Facebook Stories   **Instagram posts**   Instagram Stories

### Reach

Post reach ⓘ

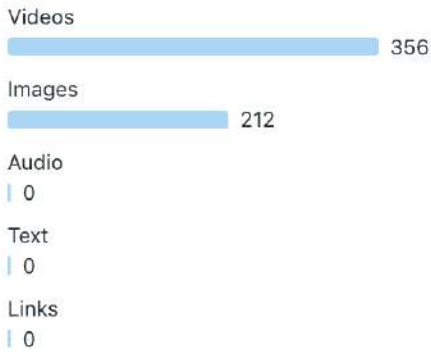
**16.5K** ↑ 55.9%

Total from last 90 days vs 90 days prior



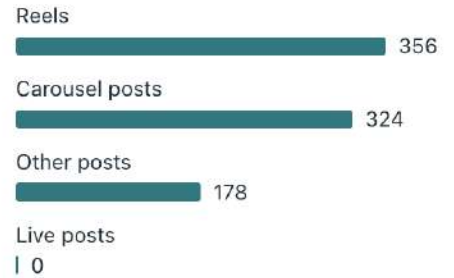
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

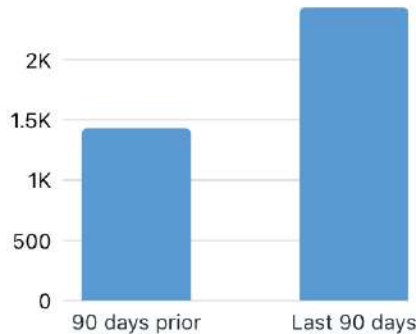


### Engagement

Post likes, comments and shares ⓘ

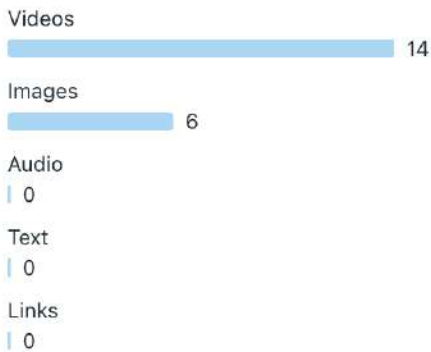
**2.4K** ↑ 70.1%

Total from last 90 days vs 90 days prior



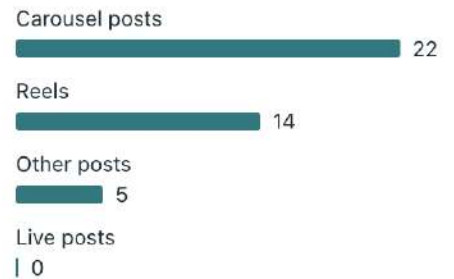
Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



## ▮ Ramadhan Campaign Video 2023 with Randomly Relatable

The Ramadan viral street interview campaign video, focusing on the recitation of the Quran, has captivated viewers, amassing thousands of views and sparking a powerful response. The video's success can be attributed to its unique concept of asking individuals on the street if they could recite the Quran, showcasing a diverse range of responses and perspectives.

Through the power of storytelling, the video beautifully captures the beauty and significance of the recitation of the Quran. It showcases the personal journeys and connections people have with the holy scripture, portraying the range of experiences, emotions, and levels of familiarity with recitation.

By highlighting the recitation of the Quran in a street interview format, the video strikes a chord with viewers from various backgrounds and beliefs. It provides an opportunity to witness the profound impact of the Quran on people's lives, fostering a deeper understanding and appreciation for its spiritual and cultural significance.

The video's viral nature can be attributed to its ability to evoke curiosity and generate conversations. It sparks intrigue, prompting viewers to share the video with others, leading to its widespread reach and impact. The diverse range of responses showcased in the video resonates with viewers, encouraging them to reflect on their own relationship with the Quran and the power of its recitation.

By bringing the recitation of the Quran to the forefront through this street interview campaign, the video has successfully created a platform for dialogue, understanding, and unity. It serves as a reminder of the universal appeal of the Quran and its ability to touch lives regardless of cultural or religious background. This has sparked a meaningful conversation, fostering a sense of community and promoting a deeper appreciation for the beauty and power of the Quranic recitation.

(Video was further edited by the Nimble team to make the message more succinct and impactful. The script was guided by Bella Khaja & video included optics that helped directly to bring traffic to Impacthive landing page.)

### Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

#### Highest reach on a post ⓘ



Instagram post  
وَلَقَدْ يَسَّرْنَا الْقُرْآنَ لِلذِّكْرِ فَهَلْ مِنْ مُدَكِّرٍ  
And We have certainly made...  
20 Apr 2023, 05:02

This post reached **2,051%** more Accounts Centre accounts (5,400 Accounts Centre accounts) than your median post (251 Accounts Centre accounts) on Instagram.

#### Highest likes on a post ⓘ



Instagram post  
وَلَقَدْ يَسَّرْنَا الْقُرْآنَ لِلذِّكْرِ فَهَلْ مِنْ مُدَكِّرٍ  
And We have certainly made...  
20 Apr 2023, 05:02

This post received 288 likes.

#### Highest comments on a post ⓘ



Instagram post  
وَلَقَدْ يَسَّرْنَا الْقُرْآنَ لِلذِّكْرِ فَهَلْ مِنْ مُدَكِّرٍ  
And We have certainly made...  
20 Apr 2023, 05:02

This post received **400%** more comments (5 comments) than your median post (1 comment) on Instagram.

### Instagram stories

Additionally, the campaign actively encouraged follower participation and interaction with the advent of Instagram stories. Through various engagement tactics such as contests, polls, and user-generated

content campaigns, the mosque fostered a sense of community and empowered followers to be actively involved in the campaign.

This sense of ownership and participation not only strengthened the existing follower base but also attracted new followers who were drawn to the interactive nature of the mosque's social media presence.

Facebook posts

Facebook Stories

Instagram posts

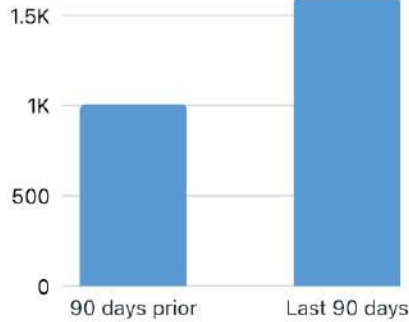
Instagram Stories

### Reach

#### Story reach ⓘ

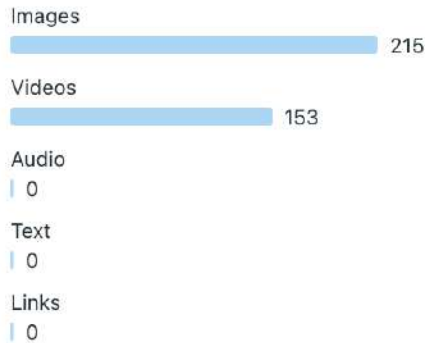
1.6K ↑ 58.9%

Total from last 90 days vs 90 days prior



#### Median story reach per media type ⓘ

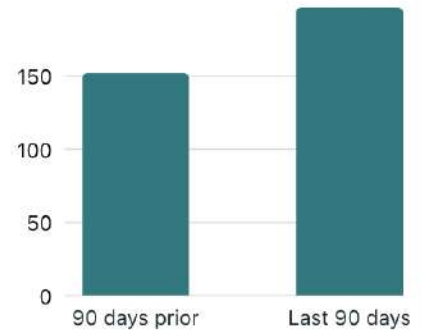
For stories created in the last 90 days



#### Published Stories ⓘ

197 ↑ 29.6%

Total stories that you've shared from last 90 days vs 90 days prior

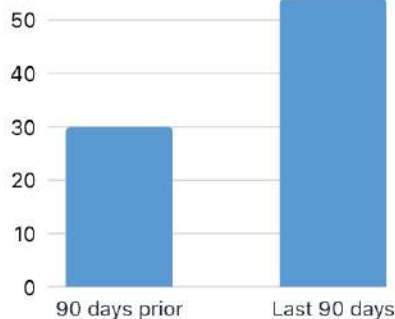


### Engagement

#### Story replies and shares ⓘ

54 ↑ 80%

Total from last 90 days vs 90 days prior



#### Median story replies and shares per media type ⓘ

For stories created in the last 90 days



#### 💡 Tips and tricks: Engagement ⓘ

Using stickers and other interactive features on stories can help boost engagement.

[Learn more](#)

Sharing more information about how your business started and your mission are just a few ways that you can take advantage of Instagram stories' 24-hour format.

[Learn more](#)

### Top-performing organic stories

Here are stories that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

#### Highest reach on a story ⓘ



Instagram story

25 Mar 2023, 22:48

This story reached **325%** more Accounts Centre accounts (668 Accounts Centre accounts) than your median story (157 Accounts Centre accounts) on Instagram.

#### Highest sticker taps on a story ⓘ



Insights failed to load

Please reload the page and try again.

#### Highest volume of replies on a story ⓘ



Instagram story

25 May 2023, 23:40

This story received 1 reply compared to your median story (0 replies) on Instagram.

The remarkable success of our agency in securing the support of influencers for our campaign, without any monetary compensation, is a testament to our strategic approach and the value we offer to influencers. Through our effective influencer management efforts, we were able to foster meaningful collaborations and garner their enthusiastic participation in the campaign.

Our agency's ability to engage influencers organically and secure their support speaks volumes about the credibility and impact of our campaign. Influencers recognized the authenticity and value of our cause, and they willingly joined forces with us to amplify our message and reach a wider audience.

The key to our success lay in building genuine relationships with influencers based on mutual trust and shared goals. By understanding their interests, motivations, and audience, we tailored our campaign approach to align with their personal brand and values. This approach resonated with influencers, as they saw our collaboration as an opportunity to contribute to a cause they genuinely believed in.

Furthermore, our agency provided influencers with compelling content, exclusive access, and unique experiences related to the campaign. By offering them valuable and meaningful opportunities to engage with our cause, we were able to create a sense of partnership and reciprocity. Influencers recognized the benefits of being associated with our campaign and willingly dedicated their time and influence to support our cause without financial compensation.

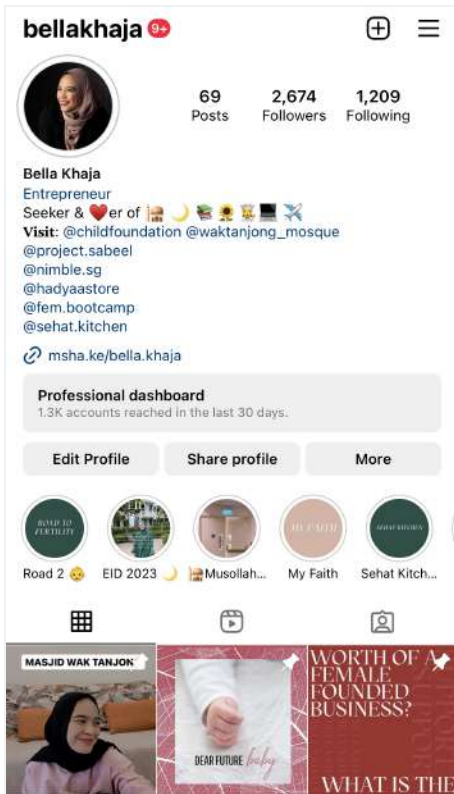
The success of securing influencers' participation for **free** highlights the effectiveness of our agency's approach in building strong influencer relationships and showcasing the value of our campaign. It is a testament to the trust and credibility we have established within the influencer community.

**Notable mentions for 2022:** Nimble was directly involved in discussions with Sujimy's team to ensure that the blog article that was written for MWT was written with SEO in mind. This included important backlinks in the article that can enhance foot traffic for MWT's landing pages and website. There was also consultation and feedback to ensure that Haslinda's video was edited in a way that could help MWT boost the content post-social launch.

Throughout the Ramadhan period, Bella used her network and own personal influence to advocate for the campaign- activating other nano and micro influencers daily to get as much support as possible for the campaign. Most notable mentions include shoutouts and support from Jumaiyah from Halal Food Hunt as well many others. Social buzz were abuzzed pre and during Ramadhan launch and amassed a significant number of donors as well as support for last 10 nights.

**Notable mentions for 2023:** This year posits a different set of challenges for the Ramadhan campaign. Bella helped curate a list of B2B partners as well as celebrities that could help continue the mission of giving. Their endorsement and support have generated significant media coverage and social media buzz, drawing attention from a diverse range of audiences. This increased exposure has not only raised

awareness but also encouraged meaningful engagement and participation from our target audience. Bella continued to use her own personal branding to advocate for the mosque's mission throughout the campaign with activation on Whatsapp as well as Instagram.



This year also marked the most number of celebrities involved in the campaign namely, Taufik Batisah, Sheena Akbal, Annabelle Francis, Aaron Aziz, Diyanah Halik and Randomly Relatable. Bella pitched, wrote, sourced for influencers that could support our cause to help bring more attention to our campaign in 2023.

No.	Name of Business	Website	Person in charge or Owner	HP number	Email Address	Status	follow-up
1	Peachy Pixx Studios	<a href="https://www.peachypixx.com/">https://www.peachypixx.com/</a>	Renee Ismail	97563734		Meeting done - Share Deck - Share poster for them to forward - Tag on IG for the to reshare	
2	Fatimah Mohsin The Wedding Gallery	<a href="https://fatimahmohsin.com/">https://fatimahmohsin.com/</a>	Ms. Fatimah Mohsin	98536240	fatimahh@fatimahmohsin.com	Broadcast msg Sent 20/1, Follow-up prompt sent 9/2	awaiting their reply
3	WakuWaku Yakini (Halal)	<a href="https://wakuwaku.sg/">https://wakuwaku.sg/</a>	Anna Belle Francis	90050342		Meeting done - Share Deck ✓ - Share poster for them to forward ✓ - Tag on IG for them to reshare ✓	IN PROGRESS
4	Halal Food Hunt	<a href="https://halalfoodhunt.com/">https://halalfoodhunt.com/</a>	Jumaiyah M	91524147		Replied saying not for now	none
5	Baltic TLT Pte Ltd	<a href="http://balticgroup.com.sg/">http://balticgroup.com.sg/</a>	Muzaffar Shah	94881118		Replied 20/01 asking when we want to meet. Scheduling meeting for week of 13/02	awaiting their reply
6	Alfya Atelier	<a href="https://www.alfyaatelier.com/">https://www.alfyaatelier.com/</a>	Rabia Jaafar	96362182	alfya.atelier@gmail.com	Broadcast msg Sent 20/1, Follow-up prompt sent 9/2	awaiting their reply
7	Bazaar Singapura	<a href="https://bazaar.singapura.sg/">https://bazaar.singapura.sg/</a>	Kamal Rouzie	86876602	kamalrouzie@bazaar.singapura.com	Wrong Number	check number?

Most notable video campaign: Randomly Relatable's "Can you read the Alquran"



RRSG x MWT Sambung Ayat Quran!

Masjid Wak Tanjong Official 4.62K subscribers Subscribe 4 Share Download Clip Save ...



Nimble also designed and put together an annual report for MWT.

<https://www.flipsnack.com/BB96FEFF8D6/mwt-impactive-annual-report-2021-2022-review-6/full-view.html>



This marks the first-ever publication of such a report. This significant milestone brings forth several advantages for the mosque and its stakeholders:

1. **Transparency and Accountability:** The annual report serves as a tangible document that showcases the mosque's activities, achievements, and financial performance over the course of a year. By presenting this information in a structured and accessible format, the report promotes transparency and accountability to the mosque's community, donors, and other stakeholders. It allows them to gain a comprehensive understanding of how their contributions have been utilized and the impact they have made.
2. **Communication and Engagement:** The annual report provides a powerful communication tool to engage with the mosque's supporters, donors, and the wider community. It enables the mosque

to share its mission, vision, and values, as well as the various initiatives and projects it has undertaken. Through compelling narratives, visuals, and data, the report captures the attention and interest of readers, fostering a deeper connection and engagement with the mosque's activities. The report was also printed physically to be given to potential B2B stakeholders and donors.

3. **Impact and Success Stories:** By highlighting the mosque's achievements, the annual report showcases the tangible impact it has made in the lives of individuals and the broader community. It shares success stories, testimonials, and real-life examples of how the mosque's programs, services, and initiatives have brought about positive change. This not only celebrates accomplishments but also inspires and motivates stakeholders to continue their support and involvement.
4. **Donor Relations and Stewardship:** The annual report plays a crucial role in donor relations and stewardship. It recognizes and acknowledges the contributions of donors, volunteers, and supporters, expressing gratitude for their dedication and generosity. By showcasing the impact of their donations and demonstrating effective resource management, the report strengthens the trust and confidence of donors, fostering long-term relationships and encouraging continued support.
5. **Strategic Planning and Decision-Making:** Creating an annual report requires a comprehensive review of the mosque's activities, goals, and financials. This process facilitates a deeper understanding of the mosque's strengths, challenges, and opportunities. The insights gained from preparing the report can inform strategic planning and decision-making processes, enabling the mosque to set priorities, allocate resources effectively, and identify areas for improvement.
6. **Organizational Growth and Professionalism:** Introducing an annual report reflects the mosque's commitment to professionalism and organizational growth. It establishes a benchmark for future reporting and establishes a culture of accountability and continuous improvement. The creation of an annual report elevates the mosque's reputation and perception among stakeholders, demonstrating its commitment to transparency, professionalism, and responsible management.

### **Video Production 2022 - 2023**

The long-form video production created for the mosque has been an exceptional undertaking, captivating audiences and leaving a lasting impact. This ambitious project has allowed the mosque to convey its story, values, and mission in a compelling and immersive way, reaching a wide range of viewers.

Through the power of visual storytelling, the long-form video captures the essence of the mosque, its community, and the transformative experiences it offers. The video seamlessly weaves together narratives, interviews, and breathtaking visuals to create a captivating and emotional journey for the audience.

By investing in a long-form video production, the mosque has elevated its ability to engage and connect with viewers on a deeper level. The extended runtime of the video allows for a more comprehensive exploration of the mosque's history, traditions, programs, and impact. It provides an opportunity to showcase the diverse voices and stories that make up the fabric of the mosque's community.

This long-form video production serves as a powerful tool for outreach and education. It enables the mosque to reach a wider audience, both within and beyond its local community. By sharing the video on various platforms, such as social media, websites, and events, the mosque can effectively convey its message and foster a greater understanding and appreciation for its values and initiatives.

The video's production quality and attention to detail further enhance its impact. The careful cinematography, thoughtful editing, and evocative soundtrack contribute to an immersive viewing experience that resonates with the audience. The video's high production value reflects the mosque's commitment to excellence and professionalism, establishing a strong brand presence and leaving a memorable impression.

Moreover, the long-form video production serves as a valuable archival resource for the mosque. It captures a moment in time, preserving the mosque's history, events, and achievements for future generations. It becomes a meaningful legacy that can be revisited and shared, ensuring that the mosque's story and impact are perpetuated.

**Examples of long form videos that was turned to advertisements can be seen here:**

<https://www.facebook.com/WakTanjongMosque/videos/1251180732313948>



**DONATE TO MAKE AN IMPACT**



**5818-0894-6001**

Anyone can learn the Quran, anywhere and anytime

Our most recent long form video:



Most popular



**Throwback to MWT Appreciation Day | (20th May 2023, Saturday) On our annual appreciation day, we celebrated the incredible dedication and selfless service of our MMB, volunteers, and staff who have been the pillars of our masjid...**  
Throwback to MWT Appreciation Day | (20th May 2023, Saturday) On our annual appreciation day, we celebrated the incredible dedication and selfless service of our MMB, volunteers, and staff who have been the pillars of our masjid and community throughout the past year. Thank you for...



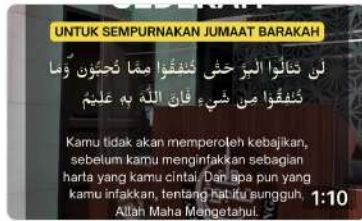
7

1 share

In the course of a year's worth of campaigns, Nimble has produced numerous long form content as well as short form videos that were shared on social media, Facebook and Instagram.



5



Sedekah adalah ...membelanjakan harta dengan tujuan

16 weeks ago · 86 views

10

3



Walking Down The Memory Lane of Masjid Wak Tanjong

16 weeks ago · 149 views

20

2



Here's what went down during Infaq Friday last week!

16 weeks ago · 121 views

10



Alhamdulillah for another blessed Jum'ah

17 weeks ago · 53 views

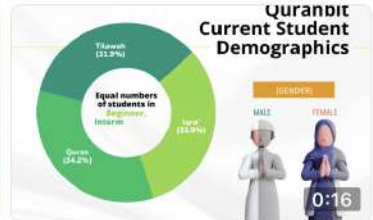
8



Assalamualaikum and happy Monday, everyone!

17 weeks ago · 149 views

9



Narrated Tariq: 'Abdullah said, "The best talk is Allah's Book (Qur'an), and the best..."

18 weeks ago · 125 views

8



Throwback to our Pop Up Pantry in 2022! Here's a throwback video of the...

18 weeks ago · 153 views



Beautiful Quran ...Recitation

19 weeks ago · 108 views



Come and join us for the Singapore Tour of Habib Abdullah bin...

20 weeks ago · 197 views

## CONCLUSION

In conclusion, the campaign for the mosque has been an extraordinary journey, marked by innovation, community engagement, and impactful results. Through a comprehensive range of initiatives, including digital marketing, influencer collaborations, fundraising efforts, and the production of compelling content, the campaign has successfully achieved its goals and left an indelible mark on the mosque and its community.

The campaign's strategic approach to digital marketing and social media has yielded exceptional results, driving increased awareness, engagement, and website traffic. The targeted advertising

campaigns, coupled with compelling content, have resonated with the intended audience, resulting in a significant increase in followers and click-through rates to the mosque's website.

Furthermore, the campaign's success in securing the support of influencers and celebrities without financial compensation demonstrates the strength of the mosque's cause and the exceptional value it offers to its supporters. The active participation of these influential individuals has expanded the reach and impact of the campaign, bringing it to the attention of wider audiences and fostering meaningful connections with stakeholders.

Fundraising efforts have also played a pivotal role in the campaign's accomplishments, enabling the mosque to secure the necessary resources to support its programs and initiatives. The strategic planning and execution of fundraising activities, combined with the generosity of donors, have resulted in substantial contributions that will fuel the mosque's continued growth and impact. Additionally, the creation of the annual report has provided a transparent and comprehensive overview of the mosque's activities, achievements, and financial performance.

This inaugural report signifies a new level of professionalism and accountability for the mosque, building trust with stakeholders and serving as a foundation for future reporting and strategic decision-making.

The long-form video production has been a standout achievement, capturing the essence of the mosque and its community in a visually captivating and emotionally engaging manner. This video has created a lasting impression, educating, inspiring, and leaving a legacy that will resonate with viewers for years to come.

As the campaign draws to a close, it is essential to recognize the collective efforts of the agency, mosque leadership, volunteers, donors, and the broader community. Their unwavering commitment, collaboration, and support have been instrumental in the campaign's success, driving meaningful change and positioning the mosque as a beacon of inspiration and unity.

Moving forward, the campaign's impact will continue to reverberate within the mosque and beyond. The accomplishments achieved, lessons learned, and connections forged will serve as a foundation for future endeavors, further strengthening the mosque's mission to foster spirituality, community engagement, and positive social change.

In closing, the campaign for the mosque stands as a testament to the power of strategic marketing, collaboration, and purpose-driven initiatives. It exemplifies the transformative impact that can be achieved when a dedicated community rallies together, united by a shared vision and the desire to make a difference. With the campaign's resounding success, the mosque is poised to embark on a new

chapter of growth, impact, and service to its community. We hope that Nimble could continue to play an integral role for the next campaign.