

Use of kindness and gentleness in da'wah

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allaah, the Most Merciful, the Bestower of Mercy

As much as we are able to do so, we must be kind and gentle when calling others to the way of Allaah, for the Prophet [(sallallaahu 'alayhi wa sallam) May the peace and blessings of Allaah be upon him] said,

["O 'A'ishah! Verily, Allaah is Rafiq (Kind and Merciful and Gentle); He loves gentleness, and he gives for gentleness that which He does not give for harshness and that which He does not give for anything other than it."]¹

Allaah [(Subhanahu wa-ta'ala) The Exalted, The Most High] bestowed this quality upon His Prophet [(sallallaahu 'alayhi wa sallam) May the peace and blessings of Allaah be upon him], whereby he [(sallallaahu 'alayhi wa sallam) May the peace and blessings of Allaah be upon him] was gentle and kind in dealing with Allaah's slaves. Allaah [(Subhanahu wa-ta'ala) The Exalted, The Most High] said:

[And by the Mercy of Allaah, you dealt with them gently. And had you been severe and harsh-hearted, they would have broken away from about you.]²

Use yourself as an example when trying to understand others. If someone were to speak with you in a harsh manner, something inside of you would prompt you to answer him in like manner. The Shaytaan (Devil) would cast into your heart the thought that he does not sincerely want your betterment, but only wants to criticise. Whenever one feels that the person addressing him wants to criticise him, he will not yield to his guidance or to his da'wah. But when one goes to someone with kindness and gentle words, much good will result. Both Allaah [(Subhanahu wa-ta'ala) The Exalted, The Most High] and the Prophet [(sallallaahu 'alayhi wa sallam) May the peace and blessings of Allaah be upon him] directed us to adopt a kind and gentle manner in inviting others to the way of Allaah.³

¹ Related by Muslim (2593) in the chapter, "The Superiority of Kindness (and Gentleness)," from the hadeeth of A'ishah [(rad iyallaahu `anhaa) May Allaah be pleased with her].

² Soorah Aal-'Imraan [3:159]

³ Taken from the book "The Islamic Awakening: Important Guidelines" (As-Sahwah al-Islamiyyah), page 64 (of English translation). Translated by Faisal Ibn Muhammad and published by Al-Hidaayah Publishing & Distribution.