Ex-Muslim Advocates Learning Series (EALS) — Phase 1 Proposal

The **Ex-Muslim Advocates Learning Series (EALS)** is a new program designed to train and connect advocates across the global ex-Muslim movement. It combines weekly livestreams, an online discussion forum, and collaboration among EXMI member groups—laying the groundwork for a future **Mentorship Program (Phase 2)** that will ensure continuity and growth in our movement.

The Ex-Muslims International (EXMI) coalition exists to unite diverse organizations and individuals around the mission of empowering ex-Muslims worldwide. One of the greatest challenges facing our movement is cultivating new leaders, equipping them with the right tools, and creating continuity across generations of advocates and activists. This proposal presents the Ex-Muslim Advocates Learning Series (Phase 1), led by Uniting The Cults (UTC) in collaboration with EXMI, as the first step in a two-phase initiative that will culminate in a Mentorship Program (Phase 2). Phase 1 prepares our movement for readiness to initiate Phase 2.

This proposal was developed through close collaboration between UTC and Haram Doodles, who contributed significantly to shaping both the program and this proposal. UTC is a non-profit organization dedicated to uniting diverse groups and ridding the world of apostasy laws, and it is an active member of the EXMI coalition. UTC brings both ideas and experience in critical thinking and building organizations that can be replicated and scaled globally.

Coalition Context

The Learning Series will not belong to any single group, but to the coalition as a whole. EXMI provides the umbrella framework, while UTC carries the operational lead. Other member organizations and individual instructors are invited to contribute their expertise, ensuring the program reflects the richness of our global movement. This collaborative structure models the very values we aim to cultivate in new leaders: cooperation, solidarity, and shared responsibility.

Mission and Values

The mission of EALS is to cultivate new leaders in the ex-Muslim movement, providing guidance, community, and structured opportunities for learning. Phase 1 focuses on passive and active engagement: learners gain exposure to advocacy through livestreams, forums, and collaborative projects, preparing them for advocacy and eventually mentorship in Phase 2.

The program is rooted in values that define our cause:

- Collaboration – working together across organizations and cultures.
- Freedom of Thought – encouraging independent thinking and creativity.

- Global Solidarity – standing with one another across borders.

Phase 1 success will be measured through early indicators: positive feedback from members, increased membership over time, livestream views/watch hours, and quantity/quality of forum posts. Ultimate success is measured by our coalition reaching readiness to begin Phase 2, the Mentorship Program, ensuring continuity and growth of the movement.

Target Audiences

- **Newcomers:** Ex-Muslims exploring advocacy/activism quietly or passively, learning from the livestream until ready to engage.
- **Established advocates/activists:** Open ex-Muslims invited to share their approach, purpose, and impact with newcomers.

How the Program Works

The core structure of Phase 1 is simple, accessible, and replicable. Learning happens primarily through a weekly livestream, open to the community, where instructors and members engage directly. A public online forum complements the livestream, allowing anyone to follow discussions while only members can post. Private discussions before and after livestreams facilitate coordination, reflection, and connection, while a private email channel manages or conflict resolution.

Approaches and Learning Models

- **Skill-building sessions:** instructors teach skills in a general, conceptual way, illustrated with hypothetical examples.
- **Interactive Q&A:** members bring real-life challenges to livestream discussions.
- **Collaborative projects:** members take small initiatives and receive feedback.
- **Case studies:** reviewing past advocacy/activist experiences, successes and failures, to extract lessons.

Key Benefits

- Members gain guidance, confidence, and community support.
- Instructors develop teaching and leadership skills while extending their impact.
- Strengthens coalition ties and fosters cross-organizational collaboration.

Content and Marketing

Content spans practical advocacy skills (public speaking, community organizing) and personal development (managing fear, setting boundaries). Marketing emphasizes openness and global

spirit: newcomers are welcome, and no prior experience is required. Never-Muslims may join if they are members of EXMI or an EXMI member organization. Outreach uses:

- Social media
- Coalition amplified
- Livestream promotion

Guiding Philosophy of Two-Phase Initiative

Our cause—to end apostophobia and apostasy laws—will outlive us all. To secure its future, we must help others replace us, become as good as us, and ultimately surpass us, creating greater impact than we do today.

As Isaac Newton said, "If I have seen a little further, it is by standing on the shoulders of giants," and Eli Goldratt added (paraphrased): "It's our responsibility to stand on their shoulders and see further than they did." To this I add: "And we must not hang on their backs." The guiding mindset for any participant—whether member or instructor—is to become the greatest leader by first becoming a great learner.

Who are the greatest leaders today? When they're gone, who will replace them? Who's ready? None fully—so we all need to level up!

All EALS materials created so far (all tentative):

- [Anonymous feedback form](#)
- [EALS Application](#)
- [Livestream (playlist on UTC youtube channel)](#)
- [Forum](#)
- Spreadsheet organizing all EALS stuff. Here are the main sheets relevant to you:
    - [Schedule](#)
    - [Curriculum](#)
- [Livestream thumbnails](#)
- [Rami's expertise in curriculum topics](#)
- [EALS written advertisement post](#)
- [EALS flyer](#)