

NATIONAL SIKH ★ CAMPAIGN ★

What Is the National Sikh Campaign?

Even though **Sikhs have made great contributions to society** like running major corporations, inventing fiber optics, and even claim the oldest athlete in the world these stories are never told. **A majority of Americans cannot even accurately identify a Sikh.** The few national conversations about Sikhism, have portrayed Sikhs as victims. **The Sikh community needs to define who we are** because we know: **Sikh values are American values.**

As a result, **the National Sikh Campaign is a data-driven, grassroots and media campaign** that is being led with the help of **President Obama's top campaign and White House staff** and **Hillary Clinton's former Chief Strategist, Geoff Garin** to fundamentally **change the perception of Sikhs in America.**

The campaign is reaching to various Gurdwaras, Sikh organizations, and stakeholders within America and internationally to create the **largest network of Sikhs and the most influential PR effort ever for Sikhism.**

What is the campaign going to do?

Ultimately, the campaign will do four things to change the perception of Sikhs in America and organize our community:

1. **Conduct groundbreaking research and polling** that will explore misperceptions toward Sikhs and how new information and visuals can change attitudes
2. Conduct an **integrated media campaign** rooted in data driven, proven messaging with **web and digital**, and **TV advertising**, and **national press coverage**
3. Build a **bridge of understanding and mutual interests between Sikh Americans and leaders of other traditions**
4. Build an **infrastructure to convene leaders from leading Sikh American organizations** in a manner that fosters ongoing collaboration

What is the goal of the campaign?

We hope to achieve four goals as result of this campaign:

1. **Highlight the Sikh community's contributions** to American society
2. Create an **environment in which Sikhs don't have to hide their articles of faith** and who they are as people.
3. A **Sikh community that is organized** and can begin using existing infrastructure to better integrate into American society
4. Lay the foundation for more **Sikhs to become leaders in the United States**