

NATIONAL SIKH ★ CAMPAIGN ★

The National Sikh Campaign is partnering with President Obama and Hillary Clinton's former top campaign strategists to shape the Sikh image in America.

The National Sikh Campaign will focus on 4 key concepts:

- **Groundbreaking research and polling** - this will explore in-depth attitudes and misperceptions toward Sikhs and how new information and visuals can change attitudes.
- **An integrated media campaign rooted in data driven, proven messaging** - with web and digital advertising, TV advertising, and national press coverage.
- **Building a bridge of understanding and mutual interests** - between Sikh Americans and leaders of other traditions.
- **An infrastructure for a sustainable mechanism - to convene leaders** - from leading Sikh American organizations in a manner that fosters ongoing collaboration.

This Campaign can lay the foundation for Sikhs to become influential leaders and have stronger voices within American communities.

Donations accepted at

www.sikhcampaign.org

or by

Texting 'Sikh' to 41444