THE IMPORTANCE

- Broaden community awareness by starting positive conversations about Sikhs.
- Create dialogue between Sikhs and government officials to address concerns.
- Help Sikhs demonstrate faith and reduce misconceptions through public events.

HOW TO USE SAAM

Sangats have used SAAM as a way to raise awareness about Sikhs in their local communities. Some examples are listed below of how volunteers capitalize on the important recognition of SAAM.

- Distribute literature and materials about Sikhs to the community in schools, libraries, community centers, police departments, or other public gathering spaces. [Poster: Who Are The Sikhs | Brochures: The Sikhs]
- Conduct Sikh Awareness Presentations with schools, government offices, law enforcement, and private employers.
- Encourage school officials to disseminate anti-bullying resources.
- Host interfaith events such as a gurdwara open house.
- Honor a Sikh that has made important contributions to the local community.

Request free printed copies of these materials | Email community@sikhcoalition.org

UNDERSTANDING SAAM

- A proclamation is a government recognition that celebrates or acknowledges an important event. Alternately, your local government may call this a resolution or citation.
- The recognition needs to be repeated every year: Community members, like you, need to continue SAAM recognitions every year to continue the trend. Every change in government leadership after elections is an opportunity to create new relationships with policy makers who influence our everyday lives.

STEPS TO GET SAAM

If your state already officially recognizes SAAM you can ask your elected officials within the city, county, and school board to introduce a SAAM. The process to obtain a SAAM within your community is easy.
1. Call or email the office of the executive official in charge of your city, county, or school board to ask if they would be willing to introduce a proclamation. Find their contact information at https://www.usa.gov/elected-officials or email advocacy@sikhcoalition.org.

2. Provide the SAAM language below and invite the government official to present the recognition to the sangat for a photo opportunity.

   WHEREAS: Sikhs have been living in the United States for more than 100 years, and during the early 20th century, thousands of Sikh Americans worked on farms, in lumber mills and mines, and on the Oregon, Pacific & Eastern Railroad; and

   WHEREAS: Sikhism is the fifth largest religion in the world and today, there are more than 30 million Sikhs worldwide and an estimated 500,000 Sikh Americans; and

   WHEREAS: Vaisakhi is one of the most historically significant days of the year for Sikhs and is celebrated on April 14, 2019; and

   WHEREAS, 2019 is the 550th birthday of the first of ten gurus and founder of Sikhism, Guru Nanak. This day is celebrated for Sikhs in [Jurisdiction] and worldwide as Guru Nanak's Gurpurab and is one of the most important dates in the Sikh calendar; and

   WHEREAS, Sikh Americans pursue diverse professions, and make rich contributions to the social, cultural, and economic vibrancy of the United States, including service as members of the United States Armed Forces and significant contributions to our great nation in agriculture, information technology, small businesses, the hotel industry, trucking, medicine, and technology; and

   WHEREAS, Sikh Americans distinguished themselves by fostering respect among all people through faith and service; and

   WHEREAS, [Jurisdiction] is committed to educating citizens about the world’s religions, the value of religious diversity, tolerance grounded in First Amendment principles, a culture of mutual understanding, and the diminution of violence; and

   WHEREAS: Today, the [Jurisdiction] seeks to further the diversity of its community and afford all residents the opportunity to better understand, recognize, and appreciate the rich history and shared experiences of Sikh Americans.

   NOW, THEREFORE, I [Name of Official], [Title] on this XX day of [Month] 2019, do hereby proclaim the month of [Month] 2019 to be SIKH AWARENESS MONTH.

3. Share your success and pictures with us at advocacy@sikhcoalition.org so that we can highlight them on social media.