

## What is Day of Seva?

It has been ten years since the tragic shooting at the gurdwara in Oak Creek, WI. The Sikh Coalition initiated “Day of Seva” to stand in unity with the victims and families of those impacted by the shooting in Oak Creek.

This August, the Oak Creek sangat will host events in Wisconsin to commemorate the anniversary of the shooting. If you live near Oak Creek (particularly in Wisconsin or Illinois), we strongly encourage you to try and make it to Oak Creek in person during the weekend of August 5-7, 2022. For those sangat members that cannot make it to Oak Creek, the Sikh Coalition calls upon the nationwide community to engage in a Day of Seva (selfless community service) in their local communities.

In response to the rise of hate crimes across the nation, it remains critical for Sikhs and non-Sikhs alike, to stand together and lead out on positive community initiatives. This year, the sangat is encouraged to join countless other cities nationwide in organizing seva events on the weekend of August 5-7, 2022 to remember and honor the victims and survivors of the 2012 Oak Creek mass shooting.

## How Can You Get Involved?

You can organize your own event in your city or participate in an already-scheduled event. To facilitate, we have prepared this “Seva Toolkit,” which provides step by step directions on how to organize a family-friendly seva event in your city. The Sikh Coalition has also set up a National Day of Seva web page that can be [accessed here](#) to provide information on nationwide events.



Langar at homeless shelter – Bakersfield, CA



Local Habitat for Humanity Project – Modesto, CA

## STEP 1: *Pick a Seva Project*

There are numerous projects that you can organize for your local community during the weekend of August 5-7, 2022. Here are a few ideas to get you started:

Volunteer to partner with a local org that works with refugees

Volunteer time and food to a local soup kitchen or homeless shelter

Clean a highway or a local park

Volunteer at a local Boys & Girls Club or chapter of the United Way

Contact your local Habitat for Humanity to see if they have any local projects

Host a blood drive at your local gurdwara



Park clean up – New York City, NY



Packing meals for Kids Against Hunger – Detroit, MI

## STEP 2: *Recruit volunteers and get the word out*

With hate crimes on the rise across the United States, Day of Seva is an incredible opportunity for the Sikh community to show leadership in combating hate, educating the public through the media, and building bridges with other local communities.

We are here to help you recruit volunteers for your project! Please send the details (contact information, date, time, place, other relevant details) for your seva project to us via email at [dayofseva@sikhcoalition.org](mailto:dayofseva@sikhcoalition.org) or by [filling out this Google Form](#).

Here is what we can do to help:

- Create a registration/RSVP form for your event if needed
- Create an email alias for your city
- Create a flyer
- Create a Facebook event for you to share with your networks
- Send an email to those in your area encouraging volunteers to get involved

Here are a few ideas to help get the word out:

#### Outreach within the community

- Make an announcement about the seva project during Sunday announcements and ask volunteers to sign-up at Sunday diwaan.
- Post the flyer on the notice board.
- If your gurdwara has a listserv, send the flyer through the gurdwara email.
- Contact your local Khalsa School to get involved, even though they may be closed for the summer.

#### Outreach to your neighbors

- Contact your local houses of worship (churches, synagogues and mosques) and invite them to the project.
- Partner with local inter-faith organizations and leaders.
- Post flyers at the local library and community centers.
- Contact local volunteer organizations in your city and ask them to circulate your flyer.

### STEP 3: *Engage the media to cover Day of Seva*

Day of Seva is also a way to share our stories with our neighbors. The sooner you confirm your project, the sooner we can help you reach out to local media in your area. **The key is to have plenty of lead time when pitching a story to the media.**

Here are some news articles that cover Day of Seva projects from years past:



*Sikh community remembers Wisconsin massacre with green thumbs*

**The Modesto Bee**

modbee.com

*Sikhs mark Day of Seva with acts of community service*



*Sikh Riders of America Aim to Educate with 'Selfless Service'*

**Newsweek**

*Remember the Sikhs Killed in Oak Creek by Spreading Love*

If you are interested in engaging with local media, please email [dayofseva@sikhcoalition.org](mailto:dayofseva@sikhcoalition.org).