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## ***Remembering Oak Creek*** **NATIONAL DAY OF SEVA TOOL KIT**

### **What is the National Day of Seva Project?**

Inspired by the [Oak Creek sangat's Chardhi Kala 6K Memorial Walk and Run](#), the Sikh Coalition calls on the nationwide community to engage in a Day of Seva (selfless community service) in their local communities on August 1, 2015 to remember and honor the victims and survivors of the August 5th, 2012 Oak Creek mass shooting.

To organize your own event in your city or participate in an already-scheduled event please email [Harjit@sikhcoalition.org](mailto:Harjit@sikhcoalition.org) or call 510.598.7498. To facilitate this collective Day of Seva, we have prepared this "Seva Toolkit" which contains information on how to set up a family-friendly seva event in your city, possible organizations to work with, and strategies to engage with the community and media. 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.

Presently, there are seva days organized in the following locations:

- Oak Creek, WI
- New York
- New Jersey
- California

Please continue to check our [website](#) for regular updates.

***If you are a sevadaar interested in leading an event in your community, please let us know by sending an email to [dayofseva@sikhcoalition.org](mailto:dayofseva@sikhcoalition.org).***

### **STEP 1: *Pick a Seva Project***

There are numerous projects that you can organize in your local community on August 1, 2015. Here are some suggestions to help you get started:

- Host a blood drive at your local Gurdwara (contact your local [American Red Cross](#) for details)
- Host a bone marrow drive at your local Gurdwara (contact a local [Be the Match Donor Recruitment Center](#) for details)
- Go to a local [soup kitchen](#) and serve food
- Volunteer at a [food bank](#)
- Host a [canned goods drive](#) for a [local food bank](#)
- Clean a highway or a local park (Many state and National Parks and highways need help with park and highway maintenance)
- Volunteer at a local [Boys & Girls Club](#) or chapter of the [United Way](#)
- Contact your local [Habitat for Humanity](#)

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We suggest you contact a local charity or non-profit and ask how you can help!

## **STEP 2: Volunteer Outreach**

Now that you have determined what type of seva event you and your sangat will participate in, you will need to recruit volunteers and inspire your sangat to get involved! Here are a few ways to get started:

- **Create a flyer!** If you would like to request a flyer from the Sikh Coalition, please send event details [dayofseva@sikhcoalition.org](mailto:dayofseva@sikhcoalition.org) by July 20, 2015.
- **Have the Sikh Coalition send an email:** Let us know all the details for your Day of Seva event by emailing [dayofseva@sikhcoalition.org](mailto:dayofseva@sikhcoalition.org) and we will send out an email to community members in the area encouraging them to attend.
- **“Bring a friend”:** Once you have recruited 10 volunteers, ask each of those volunteers to bring at least 1 person to volunteer. This person can be a friend, relative, neighbor, teacher, parent, sibling, etc.
- **Contact Information:** Please make sure to provide your contact information to your sangat so that volunteers can reach you to participate or to ask further questions.

### *Get the Sangat Involved!*

- **Announcements:** Make an announcement about the seva event and ask for volunteers to sign-up at every Sunday diwaan from now until August 1, 2015.
- **Gurdwara Listserve or Facebook Group:** If your gurdwara has a listserv or facebook group, send an announcement about the seva event.
- **Khalsa School:** Contact your local Khalsa School and ask them to make an announcement and send an email to students and parents.

### *Reach out to your neighbors!*

- **Flyer:** Post event flyers at local restaurants, recreation centers and places of worship. If you would like to request a flyer from the Sikh Coalition, please send event details [dayofseva@sikhcoalition.org](mailto:dayofseva@sikhcoalition.org) by July 20, 2015.
- **Interfaith Partners:** Contact your local churches, synagogues and mosques to see if they will partner with you in the true spirit of Sikhi
- **Businesses:** If there are sangat members who own businesses in the area, encourage them to display a few posters or flyers at their establishment.
- **Local Volunteer Groups:** If there are local volunteer organizations in your city, ask them if they can advertise the event within their organizations to recruit more volunteers.

### *Use Social Media & Start a Movement*

- **Create a Facebook page - [[[CITY]]] Day of Seva** - about the event and encourage everyone on your volunteer team to invite his or her friends to the event page. Please title your Facebook page: (City) Day of Seva. For example, if you are leading an event

in Modesto, California, please use the following title for your facebook page: Modesto Day of Seva

- **#DayofSeva** - Encourage all of your volunteers to use the Day of Seva hashtag on all social media posts: #CityDayofSeva. For example, if you are leading an event in Modesto, California, please use the following hashtag: #ModestoDayofSeva.

*The above are just a few suggestions. Do let us know how you are encouraging your sangat to participate. Also, please do not hesitate to ask for our support. We are here to help you plan your Day of Seva Event.*

## **STEP 2: Media Engagement**

Why media outreach matters? Without it we're missing the opportunity to positively expose Americans to the Sikh faith, traditions, and value of seva. Most importantly, it's an opportunity to make sure that Americans does not forget about the tragedy that transpired in Oak Creek, Wisconsin in 2012. It is also a great way for us to encourage peace and build relationships with our neighbors. Whenever possible, we want your stories of service and faith to be shared and absorbed by the community around you! Media outreach assists enormously in making that happen.

As soon as you have a project confirmed and know you have volunteers attending, please contact the Sikh Coalition ([dayofseva@sikhcoalition.org](mailto:dayofseva@sikhcoalition.org)) for help contacting the media. We want the news coverage to be about your local Sikh community and we have the resources to help you be successful in this media outreach.

***Please, don't wait! We can only provide media support if you notify us well in advance.***

The earlier we can work with you to engage local media around your planned event the more likely the chances are that local reporters will potentially be interested in covering it. Every week that goes by without initial media outreach diminishes the changes that we can be successful.

## **Additional Resources**

- To organize your own event in your city or participate in an already-scheduled event please email [Harjit@sikhcoalition.org](mailto:Harjit@sikhcoalition.org) or call 510.598.7498.
- "Who are the Sikhs?" Posters and Postcards--provides a quick look into who Sikhs are, including our beliefs, history in America, and fun facts. The posters are easy to read, and they are the perfect resource for informing others, especially young people, about our community. To request posters or 5x7 postcards please [click here](#).
- "The Sikhs" Brochures--provides an overview of the Gurus, Guru Granth Sahib, articles of faith and core Sikh beliefs. This brochure is available in 13 different languages. To request brochures please [click here](#).