

## Turban Day - Funding Guide

This resource has been created by individuals who have successfully raised funds to host *Turban Day* for their local and campus communities. In order to make this process easier for you, we are providing some basic templates that you may use as you seek financial support to host your own *Turban Day*. Please feel free to use the models given below and to adjust them to fit the specific needs of your event. **The Surat Initiative will also be providing a \$100 grant for any group organizing a *Turban Day*.**

### Basic Proposal Components

*Briefly describe the project or event.*

Since 9/11, Sikhs have been targeted in more than 700 hate crimes across the United States. In August of 2012, a neo-Nazi opened fire on a Sikh congregation in Oak Creek, Wisconsin, killing six and injuring several others. Over the past year, Sikhs have been targeted in other hate crimes across the country. A majority of these attacks are linked to the unique Sikh identity, an identity which includes a widely misunderstood article of faith – the turban.

In order to educate our local communities about the significance of the turban in an interactive and engaging way, we have decided to host a *Turban Day*, where students and community members can have a turban tied on their heads. This will be a unique opportunity to cross cultural boundaries and open the door for conversations that are typically difficult to initiate otherwise. We believe that *Turban Day* will be an incredible platform to create awareness about cultural diversity while deepening relationships within our local communities.

We will also distribute informational materials that will help introduce people to the Sikh religion, and we plan to invite speakers who could come and share insights on the experiences and struggles that come with wearing a turban in America. It is a uniquely wonderful opportunity to increase cultural awareness, education, and diversity.

*What do you hope to accomplish with this event?*

Prior to the mass shooting of Sikhs in Wisconsin last August, a majority of Americans had never even heard of the Sikh religion. While that unfortunate incident momentarily put the spotlight on the Sikh community, it has created a larger opportunity to educate others about the tradition and its principles. Through *Turban Day*, we want to increase awareness about the Sikh religion through its most visible and easily identifiable feature – the turban. We also hope that this event will gently challenge the negative and dangerous stereotypes that are often associated with the turban. With this event, we aim to foster an environment of open discussion and cultural exchange, and if successful, we hope to make *Turban Day* an annual event.

*How does your project or event benefit the community?*

*Turban Day* will be of immense benefit to our community by challenging negative stereotypes and encouraging attendees to interact with people of diverse backgrounds. The event will open minds to new possibilities and will create positive channels of cultural dialogue and exchange that will have a deep and lasting impact on everyone who attends. By taking an exciting and interactive approach to learning, we hope that people who attend will walk away with a positive experience of the Sikh religion. Furthermore, students will have an opportunity to make sense of a different worldview and therefore, to see the humanity of those who they might have previously thought of as “other.” This interaction will help cultivate a more united, pluralistic society.

*Who is your target audience? How do you plan to advertise and market this event to your audience? Why is this method of advertising appropriate for your event?*

Our target audience is college students and members of the local community who have not previously been exposed to the Sikh tradition. We will advertise with two rounds of strategically placed flyers, and we also intend to create an event page via social media. We will ask members from the local gurdwara to come support the event, and we will also reach out through our personal networks to ensure a good turnout. We believe that student organizations and social justice initiatives at various universities around the city will be interested in supporting *Turban Day*, and we also anticipate some financial support from these groups as well.

**General Guide for Expenses**

This is a sample template that will help you consider costs as you prepare for your *Turban Day*. The price estimate assumes that 100 people will attend the event. Sort through and choose the items on this list that fit the specific needs of your event.

<b>Essential Components</b>	<b>Price per Item</b>	<b>Total Anticipated Cost</b>
Turbans	\$10	\$250 (or donated)
Advertising Flyers	\$0.50	\$50
Table/Chair Rental	-	\$50
<b>Optional Components</b>		
T-Shirts	\$5	\$500
Food	-	\$300
Utensils	-	\$15
Honorarium for Speaker	-	\$100
Decorations	-	\$100
A/V Equipment	-	\$200