

03 BRIEFING Engaging Hindu American Constituents

Strong engagement begins before a festival, election, crisis, or public controversy.

1 Build relationships year-round. Attend local events, meet community leaders, and seek their guidance.

2 Recognize diversity.

Origins and languages

Roots across many regions and generations (see Briefing 01). Languages include English, Hindi, Gujarati, Tamil, Telugu, Malayalam, Bengali, Marathi, Punjabi, Nepali, and many others.

Diverse Practice Traditions

Practice may center on home shrines, temple worship, scripture study, yoga and meditation, or philosophical inquiry and debate.

3 Include Hindu voices early. Invite participation while planning interfaith, education, civil rights, and community initiatives.

4 Acknowledge important observances. Hindu communities value thoughtful greetings, proclamations, and public recognition of their holidays. Consider these observances when scheduling events.

5 Respond consistently to bias. Condemn temple vandalism, anti-Hindu harassment, and religious stereotyping as clearly as you would for other communities. Understand the issues and seek credible sources rooted in the tradition.

FOR PUBLIC LEADERS Consult several credible voices. Get to know different community groups and their perspectives before taking a position on an issue that affects them. A single group, source, or organization does not capture the full scope of the Hindu American community.