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## HOLI HAI: AMERICAN HINDU COALITION WELCOMES SPRING-2018 WITH A FRIENDS & FAMILY MEMBERSHIP OUTREACH DRIVE!

ASHBURN VIRGINIA - FEBRUARY 14, 2018: American Hindu Coalition (AHC)



marked Valentine's Day by launching a communications campaign to share the good news and the group's remarkable first-year journey with its friends and family network. AHC hopes to empower each member of the AHC leadership to recruit at least ten (10) new members in the Month of March.

Harsh Sethi, AHC President, announced the campaign with the following remarks: "We welcome Holi-2018 with our March-Madness Membership Drive." He added: "We recognize that the secret sauce of the AHC-recipe is that we have come together both as *friends* and as a *family* to lead a political advocacy group with shared values and one that offers members a commitment to deliver results, not hype! We are a bottom-up organization. We are nonpartisan. We are neither Republican, nor Democrat. On the other hand, our issues and our concerns are significant enough to require a united coalition representing a single political voice and bespoke solutions."

Kanchan Banerjee, AHC Communications Director, announced the organization's clarion call to action: "If you like what we are doing, if you follow us in the news, if you liked us on You Tube, if you joined us on Facebook, or if you still need to know more about us, call us at: (202) 590-1512. Anna Ahlund, AHC public affairs coordinator, is very accessible and available to listen." Mr. Banerjee further noted: "If you wish to see change in Washington, be the change! Remember silence is consent and only action gets you results. Read our FAQs. Visit our web site and register now: <http://americanhinducoalition.com/membership.php>. It is that simple."



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## FREQUENTLY ASKED QUESTIONS (FAQs)

### WHO IS AMERICAN HINDU COALITION?

American Hindu Coalition is a singular coalition, unlike any other, of grassroots activists with deep knowledge, experience, and network in Washington, DC. We are an IRS 501 (c) (4) political advocacy organization. But we are unaffiliated with any political parties. We are not Republican or Democrat. We welcome of all who share Hindu Enlightenment principles. We welcome Hindus, Sikhs, Buddhists, Jains, Arya Samaj/Brahmo Samaj, Vedanta Society (Rama Krishna Order), and the International Society of Krishna Consciousness (ISKCON/Hare Krishna Movement) members.

### WHAT IS THE VALUE PROPOSITION OF AN INDIVIDUAL MEMBER?

1. Register with our Youth Committee (\$25) or as a General Member (\$100) and join the political bandwagon; speak with one voice in Washington; we believe that larger the membership, larger is our political influence;
2. Be the change that you wish to see and join our interactive meetings with Members of Congress, the White House political staff, and decision-makers at Federal Agencies; voice your concerns and grow your political network;
3. Represent your specific issues through a political platform that is optimized to achieve success for your business or your profession;
4. Enhance your leadership skills; seek mentorship and networking opportunities to achieve your dream of elected office in the US Congress or service as a federal political appointee in the current Administration.

### WHAT IS THE VALUE PROPOSITION OF A BUSINESS/BUSINESS ASSOCIATION MEMBER?

1. Register with our Business Caucus (\$1,000, \$5,000, \$10,000) and access invitations to exclusive business events; enhance your political network, fine tune your business-specific advocacy before Washington decision-makers; access a network of professionals in the lobby/media/public relations industry.
2. Join the AHC Ambassador Circle and attend Embassy-hosted events comprising of 15 Hindu/Buddhist dominant countries; meet with trade advisers in each of the respective countries; join AHC-led business delegations to the respective countries; serve as a US delegate in an official trade delegation such as the 2017 Global Entrepreneur Summit (GES) to Hyderabad India that was led by White House Senior Adviser - Ivanka Trump.