

HANDS SAND™

Hands Across the Sand Is Coming To Your Beach June 26

Building on the success of last year, I would like to invite your organization to be a sponsor of Hands Across the Sand in 2011 so that we may broaden the reach and impact of the event.

I believe the collective efforts of clean energy and environmental organizations have immense power of combined membership and expertise to create real change in our national and world energy policy.

Please review the information below and contact Dede Shelton at dedeshelton@gmail.com to join hands through your sponsorship.

Sponsoring Hands Across the Sand will require a minimum of effort for each organization to have a powerful outcome. Please join hands with us on June 25, 2011!

Very best,
Dave Rauschkolb, Founder, Hands Across The Sand

[850-865-1061](tel:850-865-1061)

<http://www.handsacrossthesand.org>

<http://www.facebook.com/HandsAcrossTheSand?ref=ts>

48,000 members currently

Flickr photo slide show - June 26, 2010 event

<http://www.flickr.com/search/groups/show/?q=handsacrossthesand&m=pool&w=1467020%40N23>



The basic “ASK” from Sponsor/partner organizations is simply this:

- 1. In an effort to cover event expenses, participate in a voluntary nominal fee structure: annual contributions above \$500 = large logo placement listed under “Big Hands” otherwise, \$250 annually for regional or state organizations and \$500 for National and International Organizations.**
- 2. Collaborate leading up to the event on marketing, press interactions and social networking and recruitment**
- 3. Participate in an advisory board made up of representatives of sponsor/partners.**
- 4. Provide statewide organizing support for at least one state (if organizational capacity allows)**
- 5. Promote the event through each organization’s membership and send members/participants to the Hands Across The Sand Website/FB page**

The 2010 Hands Across The Sand was endorsed by national and international environmental organizations including Sierra Club, Audubon, Surfrider Foundation, Oceana, Greenpeace, Defenders of Wildlife, Alaska Wilderness League, Ocean Conservancy, Friends of the Earth, MoveOn.org, Environment America, 350, Center for Biological Diversity and CleanEnergy.org

The June 25, 2010 event cost just over \$20,000 and was funded solely by Founder, Dave Rauschkolb and a \$1000 donation by Sierra Club.

Success of Hands Across The Sand:

The success of Hands Across The Sand, both in Florida on February 13, 2010 and at the National and Global level on June 26, 2010, was due to three things.

1. A collaboration between Hands Across The Sand and the combined equal efforts of all sponsor/partner organizations. A very simple organizational structure provided the frame work for working together to promote the

event through collective marketing and social networking strategies and by galvanizing each organization's membership to participate. Using standardized press releases through each organization's contacts ensured broad coverage in print, radio and TV. CNN, BBC CBC, New York Times, Time Magazine, Huffington Post and many others also covered the event.

2. The simple and effective website design enabled any person or organization to create and organize an event on the day. The tools were provided online for each to promote their events locally including posters, radio spots, press releases etc...
3. The event was achieved on a National and Global scale for almost no expense due to the combined coordination of efforts and donated expertise.

The Future Vision of Hands Across The Sand:

I believe Hands Across The Sand could become an annual event on the scale of Earth Day. HANDS will be a day of unity once a year when people of the world come together, join hands and take a stand together to champion the growth of clean energy as a means of achieving a sustainable planet and steering our dependence away from Fossil Fuels. Witnessing the enthusiasm and rapid growth in only 4 weeks for the June 2010 event convinced me that this could be a force of good across the world. Not only for promoting clean energy, but on a deeper level this could be a day when people can embrace the idea that we truly are all in this together. Regardless of borders, religion, money; all the things that separate us. Even if for only 15 minutes we are joined together, hand-in-hand across the world it can plant the seeds that tear down the barriers that separate us.

General Info about Hands Across The Sand:

Hands Across The Sand is bringing organizations and individuals all over the world together to join hands in the effort to advance clean energy initiatives, end the expansion of dangerous offshore oil drilling and combine efforts to steer our dependence away from fossil fuels.

Embracing the belief that a sustainable planet is at risk if we continue to use fossil fuels as a primary source of energy is at the core of Hands Across The Sand's philosophy.

The metaphor of joining hands is powerful. The image of people of all walks of life, all cultures, political affiliations and socioeconomic levels joining hands and drawing a line in the sand is powerful.

On June 25 at 12:00 noon in corresponding time zones Americans and the people of the world will once again take the opportunity to join hands and draw

human lines in the sand voicing their opposition to expanding offshore oil drilling and the championing of clean energy for a sustainable planet. This event will happen on beaches and in cities across the world.

Dave Rauschkolb, a surfer and restaurateur from Seaside, Florida founded Hands Across The Sand in October 2009. He developed the concept and website in response to a bill passed in the Florida House of Representatives to lift the ban on near shore drilling off the coast of Florida. Working with the support of sponsor organizations over 10,000 Floridians joined hands on Florida's beaches on February 13, 2010 covering every coastline in the state.

Two months later the BP Deepwater Horizon offshore drilling rig exploded in the Gulf of Mexico. Dave then organized a national and global Hands Across The Sand to convince President Obama to abandon his bid to open the continental United States waters to offshore oil drilling.

On June 26, 2010 Over 1000 Events were held worldwide. Events took place in all 50 united states the District of Columbia and Puerto Rico. Events were held in 42 countries outside the U.S. including Australia, Bangladesh, Brazil, Belize, Canada, China, Colombia, Costa Rica, Germany, Denmark, Dominican Republic, Ecuador, Spain, France, United Kingdom, Greenland, Greece, Croatia, Ireland, India, Italy, Japan, South Korea, Lebanon, Mexico, Malaysia, Nicaragua, Netherlands, Norway, New Zealand, Panama, Peru, Poland, Romania, Sweden, Turkey, Tanzania, and South Africa.

Hands Across The Sand is a movement made of people of all walks of life and crosses all borders and political affiliations. This movement is not about politics; it is about the protection of our coastal economies, oceans, marine wildlife and fisheries. The accidents that continue to happen in offshore oil drilling are a threat to all of the above. Expanding offshore oil drilling is not the answer, embracing clean energy is.

This movement is about supporting the advancement of clean energy sources that will sustain our planet. Oil and coal are the largest polluters on the earth threatening the quality of air we breath, the water that we drink and the food that nourishes us.

We are joining hands to say NO to offshore oil drilling and yes to clean energy. We are joining hands to implore our leaders to end our dependence on oil and coal and embrace a clean energy future for a sustainable planet.