

# R4R 2020 Social Toolkit



In anticipation of Rounds 4 Research 2020, we're calling on our chapters and their members to help Rounds 4 Research get the word out and solicit rounds for turfgrass research.

**WHEN:** The auction is open July 20 through July 26, 2020.

**HOW TO DONATE:** Visit [bit.ly/r4r-donate](https://bit.ly/r4r-donate).

## HOW YOU CAN HELP PROMOTE ROUNDS 4 RESEARCH:

Use the following tools to help guide your social media activity as you help promote Rounds 4 Research 2020 donations. We've included copy and video or image assets for each post, but feel free to personalize and share your own photos and experiences as much as possible. Part of what makes Rounds 4 Research special is the joint effort between the EIFG and the local chapters and organizations that solicit rounds to raise revenue for research-based activities in their regions.

## ABOUT ROUNDS 4 RESEARCH

The Rounds 4 Research program was designed to address a critical shortage in turfgrass research funding by auctioning donated rounds of golf online. Rounds 4 Research allows GCSAA chapters and turfgrass foundations to participate as fundraising partners with the

majority of proceeds going back to those organizations. This allows organizations to direct proceeds to projects that will have the most significant impact in their area.

With your support, you can help grow the program and keep the future of our game green. Rounds 4 Research is administered by the Environmental Institute for Golf, the philanthropic organization of the Golf Course Superintendents Association of America and in partnership with The Toro Company.

## **HELP US SUPPORT THE GAME WE LOVE**

### **#Hashtag**

Please use the hashtag #R4R20 for any of your social media posts supporting this initiative

### **Toolkit Includes**

4 total Facebook posts

4 total tweets

Graphics (downloadable here: [bit.ly/r4r-2020-toolkit-graphics](https://bit.ly/r4r-2020-toolkit-graphics))

### **Timeline**

**Seeking Donations:** Now-end of auction

**Pre-bid posts:** July 13-July 19, 2020

**Week-of-bid posts:** July 20-July 26, 2020

## **FACEBOOK POSTS**

Give to the game you love. Donate a round and support turfgrass research that sustains the future of golf. [bit.ly/r4r-donate](https://bit.ly/r4r-donate) #R4R20

Help support the future of the game. Donate a round today to support @Rounds4Research. [bit.ly/r4r-donate](https://bit.ly/r4r-donate) #R4R20

@Rounds4Research is addressing a critical shortage of funding for ongoing, university-based agronomic research, education, advocacy programs and golf course operations. Help foster sustainability with a donation of golf rounds. [bit.ly/r4r-donate](https://bit.ly/r4r-donate) #R4R20

Why get involved with @Rounds4Research? Donation is simple and your chapter decides where the funds raised go. Here's your chance to help sustain the game of #golf. Learn more: [bit.ly/r4r-faqs](https://bit.ly/r4r-faqs) #R4R20

Did you know? The majority of @Rounds4Research proceeds go right back to @GCSAA chapters and turfgrass foundations. This allows you to direct proceeds to projects that will have the most significant impact in your area. Donate to #R4R20 today: [bit.ly/r4r-donate](https://bit.ly/r4r-donate)

## TWEETS

Give to the game you love. Donate a round and support turfgrass research that sustains the future of #golf. [bit.ly/r4r-donate](https://bit.ly/r4r-donate) #R4R20

Help support the future of the game. Donate a round today to support @Rounds4Research. [bit.ly/r4r-donate](https://bit.ly/r4r-donate) #R4R20

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