

R4R 2020 Social Toolkit

Preview and Bid Now



In anticipation of Rounds 4 Research 2020, we're calling on our partners and members to help us get the word out about this year's auction.

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

HOW TO BID: Visit BiddingForGood.com/Rounds4Research. Registration is required.

AUCTION LIST: Visit BiddingForGood.com/Rounds4Research to preview a list of available rounds.

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. 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

5 total Facebook posts (2 pre-bid and 3 week-of-bid)

5 total tweets (2 pre-bid and 3 week-of-bid)

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

Timeline

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

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

FACEBOOK POSTS

Pre-bid (preview now): More than _____ rounds of golf up for bid in _____ states. Preview now, bid later. Visit @Rounds4Research to support the game you love. bit.ly/bid-r4r #R4R20

Note: update the number of rounds and number of states before posting

Pre-bid (preview now): Bid on great golf and support turfgrass research. @Rounds4Research course previews now open! bit.ly/bid-r4r #R4R20

Live #1 (bid now): Support the game you love. Help fund turfgrass research by bidding on rounds at your favorite courses. BID NOW: bit.ly/bid-r4r #R4R20

Live #2 (bid now): Help sustain the game you love. Bidding is now open for exclusive access to local and renowned courses through @Rounds4Research. Open through July 26. bit.ly/bid-r4r #R4R20

Live #3 (bid now): Golfers Jordan Spieth, Bill Haas, Wesley Bryan, William McGirt, and Ben Martin have something in common. They want you to score great #golf deals for a great cause. Bid in the @Rounds4Research auction now: bit.ly/bid-r4r #R4R20

TWEETS

Pre-bid (preview now): Preview now, bid later. Check out both local and exclusive #golf courses participating in @Rounds4Research to support the game you love. bit.ly/bid-r4r #R4R20

Pre-bid (preview now): More than ____ rounds of #golf up for bid in ____ states. Preview now, bid later. Visit @Rounds4Research to support the game you love. bit.ly/bid-r4r #R4R20
Note: Update the number of rounds and number of states before posting

Live #1 (bid now): Help sustain the game you love. Bidding is now open for exclusive access to local and renowned #golf courses through @Rounds4Research. Open through July 26. bit.ly/bid-r4r #R4R20

Live #2 (bid now): Tee it up! @Rounds4Research is now open through July 26. Bid now and play #golf at coveted courses across the country! bit.ly/bid-r4r #R4R20

Live #3 (bid now): Golfers @JordanSpieth, @BHaasGolf, @WesleyBryanGolf, @WilliamMcGirt, and Ben Martin have something in common. They want you to score great #golf deals for a great cause. Bid in the #R4R20 auction now: bit.ly/bid-r4r