

R4R 2021 Social Toolkit

Preview and Bid Now



In anticipation of Rounds 4 Research 2021, 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 April 26 through May 2, 2021.

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 2021. 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 #R4R21 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: <http://bit.ly/r4r-2021-toolkit-graphics>)

Timeline

Pre-bid posts: April 19 through April 25, 2021

Week-of-bid posts: April 26 through May 2, 2021

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 #R4R21

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

Pre-bid (preview now): Bid on a round. Build a better game. @Rounds4Research course previews now open! bit.ly/bid-r4r #R4R21

Live #1 (bid now): Build a better game. Help fund turfgrass research by bidding on rounds at your favorite courses. BID NOW: bit.ly/bid-r4r #R4R21

Live #2 (bid now): Build a better game. Bidding is now open for exclusive access to local and renowned courses through @Rounds4Research. Open through May 2. bit.ly/bid-r4r #R4R21

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 #R4R21

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 #R4R21

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 #R4R21
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