



## From the Field

By **JEFF JENSEN**, GCSAA Field Staff, Southwest Region

The 2013 Rounds 4 Research auction is right around the corner and we still are in need of donations from Northern California golf facilities. The first auction is scheduled for June 6-16 in conjunction with the U.S. Open and the second auction is scheduled for Aug. 1-11 revolving around the PGA Championship.

As you may be aware, the Rounds 4 Research program was designed to address a critical shortage in turfgrass research funding by auctioning donated rounds of golf online. The program is administered by the Environmental Institute for Golf (EIFG) and presented in partnership with Toro. EIFG is the philanthropic organization of the Golf Course Superintendents Association of America.

Rounds 4 Research allows GCSAA chapters and turfgrass foundations to participate as fundraising partners with the 80% of proceeds from the auctioned rounds going back to those organizations. In this way, these organizations can direct the proceeds to specific projects that will have the most significant impact in their local areas. The remaining 20% of proceeds go to operating costs involved with the management and marketing of the program. In addition to research, chapters may use funds for advocacy, education, scholarships and environmental programs.

Biddingforgood.com is online auction platform assisting Rounds 4 Research. Biddingforgood.com has a database of 650,000 active users. In addition to the marketing assistance being provided by the USGA and PGA of America, Rounds 4 Research is being pro-

moted through social media, press releases and various allied golf organizations with a specific focus on state golf associations who have the most direct access to golfers.

To donate a round, please visit [www.rounds4research.com](http://www.rounds4research.com) and click on the donate button in the upper right hand corner. Fill out the facility, contact, donation information, description, redemption and proceeds blocks. Make sure to indicate the chapter or foundation you want the funds to go to. You may also put restrictions on the rounds in this area including days, times, attire, etc. Download a course photo and logo and then send in a certificate to EIFG or they can create one for you.

The entire process takes approximately 10 minutes and you will be assisting your chapter in raising funds for important research and education.



[www.rounds4research.com](http://www.rounds4research.com)

If you have any questions concerning the program, please don't hesitate to contact me at [jjensen@gcsaa.org](mailto:jjensen@gcsaa.org) or follow me on Twitter @GCSAA\_SW. Enjoy the great spring weather and I hope to see you at an upcoming event.

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