

THE **FIRST BOOK** **OPEN**



THE FIRST BOOK OPEN SOCIAL MEDIA TOOLKIT

2024

WHAT IS THE FIRST BOOK OPEN?

In honor of First Book's history of transforming the lives of educators and the kids they serve, we've partnered with WGT by Topgolf to launch the second annual virtual golf tournament, played on WGT (World Golf Tour) in August 2024.

The First Book Open invites audiences far and wide to join our mission of eliminating barriers to education equity. The tournament will kick-off on August 1 followed by 31 days of purposeful golf play by thousands of participants supporting kids in need!

Please feel free to share about this fantastic initiative. We have provided a variety of sample posts that can be adjusted to fit your voice. There are sample posts available for a variety of different calls-to-action.

SOCIAL COPY SUGGESTIONS

Donation Language:

Facebook:

Sample 1: Hey everyone, I've got some exciting news to share! I'm thrilled to be part of an amazing initiative. WGT by Topgolf have joined forces with First Book to launch the second annual First Book Open, a virtual golf tournament with a purpose. From August 1st to August 31st, you can tee off for a great cause - educational equity. 🏌️☀️

Whether it's a small donation or your swing on the virtual fairways, every bit helps. Donate now to help First Book eliminate barriers to learning and create a brighter future for kids in need. -

firstbook.org/fbopen24/

Sample 2: Calling all golf enthusiasts and education champions! I'm thrilled to announce my participation in The First Book Open, in partnership with WGT by Topgolf and First Book. Swing into action from August 1st to August 31st by playing on the virtual Congressional Golf Course within WGT. 🏌️📖

Not only can you have a blast on the virtual course, but you can also donate to support First Book's mission. Your generosity will help First Book eliminate barriers to learning.

Let's tee off for educational equity! - firstbook.org/fbopen24/

SOCIAL COPY SUGGESTIONS

Donation Language:

Instagram:

Sample 1: I'm excited to share about a fantastic initiative between @firstbookorg and @wgtgolf by @topgolf to launch the second annual First Book Open, a virtual golf tournament with a purpose! From August 1st to August 31st, you can join in and play for a great cause - educational equity. 🏌️☀️

Whether you donate or take a swing on the virtual fairways, every contribution makes a difference. Help @firstbookorg eliminate barriers to learning and create a brighter future for kids in need.

Donate now at the link in my bio!

#FirstBookOpen #VirtualGolf #SupportEducation #MakeADifference #EducationForAll

Sample 2: Hey golf lovers and education advocates! 🏌️📖

I'm thrilled to announce my participation in the upcoming First Book Open, in collaboration with @wgtgolf by @topgolf and @firstbookorg. From August 1st to August 31st, you can play on the virtual Congressional Golf Course in a Closest to the Hole game and support a wonderful cause.

Join me in making a difference! Not only can you enjoy the game, but you can also donate to support First Book's mission to break down barriers to education.

Let's drive change and support educational equity together! Learn more and donate at the link in my bio.

#FirstBookOpen #PlayForACause #SupportEducation

(link to add to bio: firstbook.org/fbopen24/)

SOCIAL COPY SUGGESTIONS

Donation Language:

X:

Sample 1: Swing into action with me! I'm excited to kickoff The First Book Open with @Topgolf, @wgtgolf, and @FirstBook on Aug 1. But let's kickstart the impact now. Your donation today will help @FirstBook eliminate barriers to learning! -

firstbook.org/fbopen24/

Sample 2: The First Book Open is coming up (Aug 1 - Aug 31), and I'm getting ready to kickoff the virtual tournament. But you don't need to wait! Jumpstart the impact by donating today. Your early contributions help @FirstBook eliminate barriers to learning. -

firstbook.org/fbopen24/

SOCIAL COPY SUGGESTIONS

Donation Language:

LinkedIn:

Sample 1: Education is the key to unlocking a brighter future, and I'm excited to be part of an incredible initiative. Introducing the second annual First Book Open, where the worlds of golf and education unite. WGT by Topgolf have joined forces with First Book to launch this virtual golf tournament. From August 1st to August 31st, you can tee off for a great cause.

But here's the kicker - you don't have to wait! You can make an impact right now by donating to First Book. Your contributions today help eliminate barriers to learning for kids in need.

Let's make education accessible to all! - firstbook.org/fbopen24/

#FirstBookOpen #GolfForGood #EducationMatters
#EducationalEquity

Sample 2: It's time to drive change through golf! I'm personally excited to announce my involvement in the second annual First Book Open, a virtual golf tournament that's making a real impact. Swing into action from August 1st to August 31st by playing a virtual round on Congressional golf course. However, there's no need to delay the impact! Join me in jumpstarting the mission by donating today to First Book and be part of an incredible initiative.
- firstbook.org/fbopen24/

#PlayForChange #EducationForAll #FirstBookOpen

SOCIAL COPY SUGGESTIONS

Play in The First Book Open Language:

Facebook:

Sample 1: Education transforms lives, and here's your chance to be a part of something extraordinary! I'm thrilled to invite you to join me for the second annual First Book Open, presented by WGT by Topgolf and First Book.

Let's tee off together on August 1st, followed by an entire month of purposeful golf play. Education is the key, and by participating, you're helping unlock a world of opportunities for kids in need. Whether you're a seasoned golfer or just getting started, your involvement counts! Let's swing into action and make education accessible to all! - <https://www.wgt.com/golf-tournaments/closest-to-the-hole/the-first-book-open-tournament.aspx?id=9326bd0e94204477a150b1be010d7123>

Sample 2: It's tee time for change, and I'm inviting you to join me! Introducing the second annual First Book Open, where our collective efforts can create lasting change. From August 1st to August 31st log into WGT by Topgolf and play a virtual Closest to the Hole round on Congressional Golf Course to support First Book's mission. This free-to-play tournament offers numerous ways to be a part of an incredible initiative. See you there! - <https://www.wgt.com/golf-tournaments/closest-to-the-hole/the-first-book-open-tournament.aspx?id=9326bd0e94204477a150b1be010d7123>

SOCIAL COPY SUGGESTIONS

Play in The First Book Open Language:

Instagram:

Sample 1: Get ready to swing for a cause! I'm excited to participate in the second annual First Book Open, thanks to @wgtgolf by @topgolf and @firstbookorg.

Now through August 31st, join me for a month-long virtual golf tournament. Whether you're a pro or just starting out, every swing supports educational equity. Let's drive change together!

Get started at the link in my bio!

#FirstBookOpen #GolfForGood #SupportEducation #VirtualGolf
#EducationForAll

Sample 2: Exciting news! The second annual First Book Open has begun, and I'm inviting you to join me on the virtual greens.

@wgtgolf by @topgolf and @firstbookorg have teamed up to bring you a live virtual golf tournament with a purpose.

Join us from August 1st to August 31st as we play for educational equity. Log in now to play a round of virtual golf and support an amazing cause.

Link in bio for more info!

#FirstBookOpen #SupportEducation #VirtualGolf #MakeADifference
#EducationForAll

(link to add to bio: <https://www.wgt.com/golf-tournaments/closest-to-the-hole/the-first-book-open-tournament.aspx?id=9326bd0e94204477a150b1be010d7123>)

SOCIAL COPY SUGGESTIONS

Play in The First Book Open Language:

X:

Sample 1: Education can change lives! Join me in The First Book Open w/ @Topgolf, @wgtgolf & @FirstBook. From Aug 1 - Aug 31, play on the virtual Congressional Golf Course & help @FirstBook eliminate barriers to learning. Tee up for educational equity! - <https://www.wgt.com/golf-tournaments/closest-to-the-hole/the-first-book-open-tournament.aspx?id=9326bd0e94204477a150b1be010d7123>

Sample 2: Hey golf enthusiasts & education champions! Join me in The First Book Open, in collaboration w/ @Topgolf and @wgtgolf. Play on the virtual Congressional Golf Course from Aug 1- Aug 31 & help @FirstBook eliminate barriers to learning. I'll see you there - <https://www.wgt.com/golf-tournaments/closest-to-the-hole/the-first-book-open-tournament.aspx?id=9326bd0e94204477a150b1be010d7123>

SOCIAL COPY SUGGESTIONS

Play in The First Book Open Language:

LinkedIn:

Sample 1: Education matters, and your involvement can truly make a difference! 📖🏌️ Introducing the second annual First Book Open, where our collective efforts can create lasting change. From August 1st to August 31st, log into WGT by Topgolf and play a virtual Closest to the Hole round on Congressional Golf Course to support First Book's mission to removing barriers to equitable education.

Let's come together, play our part in bridging the resource gap, and have some fun on the virtual greens! - <https://www.wgt.com/golf-tournaments/closest-to-the-hole/the-first-book-open-tournament.aspx?id=9326bd0e94204477a150b1be010d7123>

#PlayForChange #EducationForAll #FirstBookOpen

Sample 2: Join me in a swing for change! 🏌️📖 I'm proud to support an amazing initiative between First Book and WGT by Topgolf to bring you the second annual First Book Open. From August 1st to August 31st, play on the virtual Congressional Golf Course within WGT and contribute to a worthy cause. Your participation supports First Book's mission to eliminate barriers to equitable education! - <https://www.wgt.com/golf-tournaments/closest-to-the-hole/the-first-book-open-tournament.aspx?id=9326bd0e94204477a150b1be010d7123>

#PlayForChange #EducationForAll #FirstBookOpen

HANDLES

First Book:

- Facebook: @FirstBook
- Instagram: @firstbookorg
- YouTube: @firstbook
- LinkedIn: @firstbook
- Approved Hashtags: #FirstBook #FirstBookPartner #BooksToKids #EducationalEquity

Topgolf:

- Facebook: @topgolf
- Instagram: @topgolf
- X: @Topgolf
- YouTube: @Topgolf
- LinkedIn: @topgolf

World Golf Tour (WGT):

- Facebook: @wgtgolf
- Instagram: @wgtgolf
- X: @wgtgolf
- YouTube: @wgt

SOCIAL MEDIA ASSETS

Click the link below to access graphics you can use in your campaign!

All you have to do is download or drag and drop.

Social Media Graphics:

info.firstbook.org/3XTKk6d

ABOUT FIRST BOOK

Education transforms lives. First Book is building a world where every child has access to a quality education. We work to remove barriers to education and level the playing field for kids in need. At the heart of our work are the more than 575,000 members of the First Book Network, the largest online community of individual educators, professionals and volunteers dedicated to supporting children in need across North America. This Network is the key to creating systemic change. Through our research arm, First Book Research & Insights, we conduct studies that aggregate their voices to identify barriers to equitable education and inform strategic solutions. To address their needs, we provide free and low-cost books, resources, and access to leading experts through the First Book Marketplace, which uses aggregated buying power to support this underserved community. Founded in Washington D.C. in 1992 as a nonprofit social enterprise, First Book is dedicated to eliminating barriers to learning and inspiring young minds. Learn more at firstbook.org and visit our award-winning eCommerce website at fbmarketplace.org.

THANK YOU FOR YOUR SUPPORT!

Have a question? Reach out to us at help@firstbook.org or give us a call at 866-READ-NOW (or 866-732-3669), Monday through Friday from 9AM until 5PM ET.