

# FUNDRAISING TOOLS!

Your guide to **fundraising** for *Strut Your Mutt 2024*.



## STRUT YOUR MUTT

*dallas*

**4.13.2024**  
FAIR PARK

*ellis  
county*

**5.18.2024**  
GETZENDANER  
MEMORIAL PARK

**SPCA**  
OF TEXAS

**The Race to End Animal Cruelty.**





# FUNDRAISING MATTERS!

When you participate in the Race to End Animal Cruelty, you are fundraising to support the SPCA of Texas in our mission to provide every animal exceptional care and a loving home.

Along with the registration fee, all participants are encouraged to take part in fundraising toward their team and/or personal goals. There are lots of added perks, such as fun prizes and a reward for the top fundraising team. **Every dollar raised makes an impact and together we can end animal cruelty.**

Please note: Registration fees do not count toward your overall goal. However, registration totals will be added to your goal post-event for prize consideration and awards.

We are committed to helping you reach and exceed your fundraising goals with these helpful tools!

Visit [gostrut.org](https://gostrut.org) for more tips & info about Strut Your Mutt 2024!





# GETTING STARTED!



## Getting Started

Helpful tools to get you going!

- Participant Toolkit
- Social Media Guide



## Facebook Fundraising

Use the following on Facebook to encourage others to join your efforts.

- Change your profile pic, Facebook cover page, etc.



## Get Social

Use the following on your social media platforms to encourage others to join your efforts.

- Images formatted for Instagram, change your profile pic, Facebook cover page, etc.



## Toolkits

Helpful tools to get you and your team going!

- Participant Toolkit
- Social Media Guide

Need help with getting your fundraiser going or have any questions?  
Please contact: Jan Scoggins, Special Events Manager, [jscoggins@spca.org](mailto:jscoggins@spca.org)

# FUNDRAISING IDEAS

*to help you reach your goal!*

**Here are some fundraising ideas to help you think outside of the box when fundraising for both your personal and team goals!**

## *Idea 1:* **Sell company/team/etc. t-shirts to raise money**

Do you have company swag? Are you planning to have your very own Strut Your Mutt team shirts made? Dedicate all proceeds to go toward your team fundraising goal.

## *Idea 2:* **Matching gifts from employers**

Some employers match the donations that their employees make, so see if this is something that your workplace offers!

## *Idea 3:* **Set up a Facebook fundraising page**

Share your fundraising page on Facebook and encourage people to join, donate, and share!

## *Idea 4:* **Use Venmo to request donations**

Encourage friends to send donations through Venmo. It is easy to use and allows you to see who donated and immediately thank them! As you receive donations, transfer them to your account and make a donation of that amount to your fundraiser.

## *Idea 5:* **Hold a raffle/auction/contest for your team members**

Hold a contest with your team members to see who can raise the most towards their fundraising goals. Encourage their efforts with a prize or party after the event!

Visit [gostrut.org](https://gostrut.org) for more tips & info about Strut Your Mutt 2024!