SOCIAL SUCCESS!

*Your guide to **utilizing social media** for your **fundraising** efforts.*

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.

GETTING STARTED!

Tell Your Story

Social media is the perfect place to let the world know you're racing to end animal cruelty! Start by telling your story – share why you strut to inspire others to join your team and ask for donations.

Connect with Facebook

Facebook is one of your most valuable fundraising tools! Integrate your fundraising dashboard with Facebook to update your audience on your progress and receive donations. Family and friends can donate to your effort while they scroll through their newsfeed.

Add Hashtags

Hashtags make it easy for the entire social community to rally around a cause. Use **#SYM2024** in your posts and with your photos to create awareness of your participation. Additional hashtags include: **#GoStrut** and **#WhyIStrut**.

Visit **gostrut.org** for more tools to make your social media efforts a success!

Use social media to reach more people and
RAISE FUNDS!

Post Your Support

Post your personal URL on Facebook and ask others to donate, join your team, or share your post! Make sure to include the hashtag **#SYM2024**.

Tweet Your Support

Tweet your personal URL and ask others to donate, join your team or share your tweet! Make sure to include the hashtag **#SYM2024**.

Network Professionally

Share your reason for strutting and your fundraising goal on LinkedIn and ask contacts and colleagues for their support.

Thank Donors

Thank your donors publicly using social media. Include a link to your Strut Your Mutt page so that others can donate and see your progress!

Check in at Strut Your Mutt

Use Facebook to share your Strut Your Mutt experience and inspire last-minute donations!

FUNDRAISING TEMPLATES
to make it as easy as 1,2,3!

Not sure where to start? Raising awareness and funds through social media is as easy as copying and pasting the messages below. Don't forget to add a link to your personal fundraising page or Facebook fundraiser and make sure to upload photos that tell your story!

Example 1

I'm racing to end animal cruelty! To support my cause please visit **(insert URL for your personal fundraising page) #GoStrut # WhyIStrut #SYM2024**

Example 2

Thousands of animals are abused in North Texas every year. Help me in my efforts to end animal cruelty by visiting my page at **(insert URL for your personal fundraising page) #GoStrut # WhyIStrut #SYM2024**

Example 3

(Insert animals name here) and I have signed up to fight animal cruelty! Support our cause at **(insert URL for your personal fundraising page) #GoStrut # WhyIStrut #SYM2024**

Example 4

Will you help me put an end to animal cruelty here in North Texas? If so, please visit **(insert URL for your personal fundraising page) #GoStrut # WhyIStrut #SYM2024**

Suggested Hashtags: **#GoStrut** | **#WhyIStrut** | **#SYM2024**

*Each of these sample posts can be used on any platform.

gostrut.org