

FUNDRAISING TOOLS!

Your guide to **fundraising** for *Strut Your Mutt 2026*.



Visit **gostrut.org** for more tips & info about Strut Your Mutt 2026!

SPCA^{OF TEXAS} strut your
MUTT
the walk to end animal cruelty

FUNDRAISING MATTERS!

When you participate in the Walk to End Animal Cruelty, you are fundraising to support the SPCA of Texas in our mission to create a brighter future for animals, people, and the community.



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 for more tips & info about Strut Your Mutt 2026!

SPCA OF TEXAS strut your
MUTT
the walk to end animal cruelty

GETTING STARTED!



LEAD BY EXAMPLE

Start your fundraising off right with a self-donation!

Then challenge your friends, family, and coworkers to match or beat your donation amount.



COMMUNICATION

Call or text those close to you and ask if they want to join!

- Their fundraising efforts go towards the overall team goal.



GET SOCIAL

Utilize various social media platforms to encourage others to join your efforts.

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



TOOLKITS

Use these helpful tools to get you and your team going!

- Participant Toolkit
- Social Media Guide

Visit gostrut.org for more tips & info about Strut Your Mutt 2026!

SPCA OF TEXAS strut your
MUTT
the walk to end animal cruelty

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 #1: Matching gifts from employers

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

IDEA #1: Set up a Facebook fundraising page

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

IDEA #1: 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 #1: 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** for more tips & info about Strut Your Mutt 2026!

SPCA OF TEXAS strut your
MUTT
the walk to end animal cruelty