

 **MOVEMBER®**

**GROW  
TOOLKIT**





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Men are dying too young. It's a problem affecting our fathers, partners, brothers, sons and friends, yet it's rarely talked about.

A problem this size calls for big, bright, clever solutions. And there's one sitting right under your nose. Yes, you can help change the face of men's health. Grow a Mo this Movember to raise funds and awareness for men's health.

# THE MO IS KING

## HOW YOU CAN MO

### 01 Sign up

Sign up using the Movember app or on [movember.com](http://movember.com).



### 02 Go the Mo

During sign up, choose to **Grow**. Once you're signed up, you'll land on your Mo Space. It's your public profile where your supporters can follow everything you do for men's health.

Three things you can do straight away are set your fundraising target, describe your motivation, and snap a selfie.

### 03 Start growing

Start the month clean-shaven, then let your Mo take the spotlight and start conversations.

### 04 Make it count

Ask friends and family to back your Mo by donating. Together, we can stop men dying too young.

## TIPS TO HELP YOU GROW

### Be prepared

Choose the moustache that will grace your face. Trucker, Regent, Connoisseur or Wisp? Check out the options in the style guide section below.

### Be brave

The first few days, even weeks, can be uncomfortable as your Mo takes shape. Ride it out to encourage donations.

### Ignore the itching

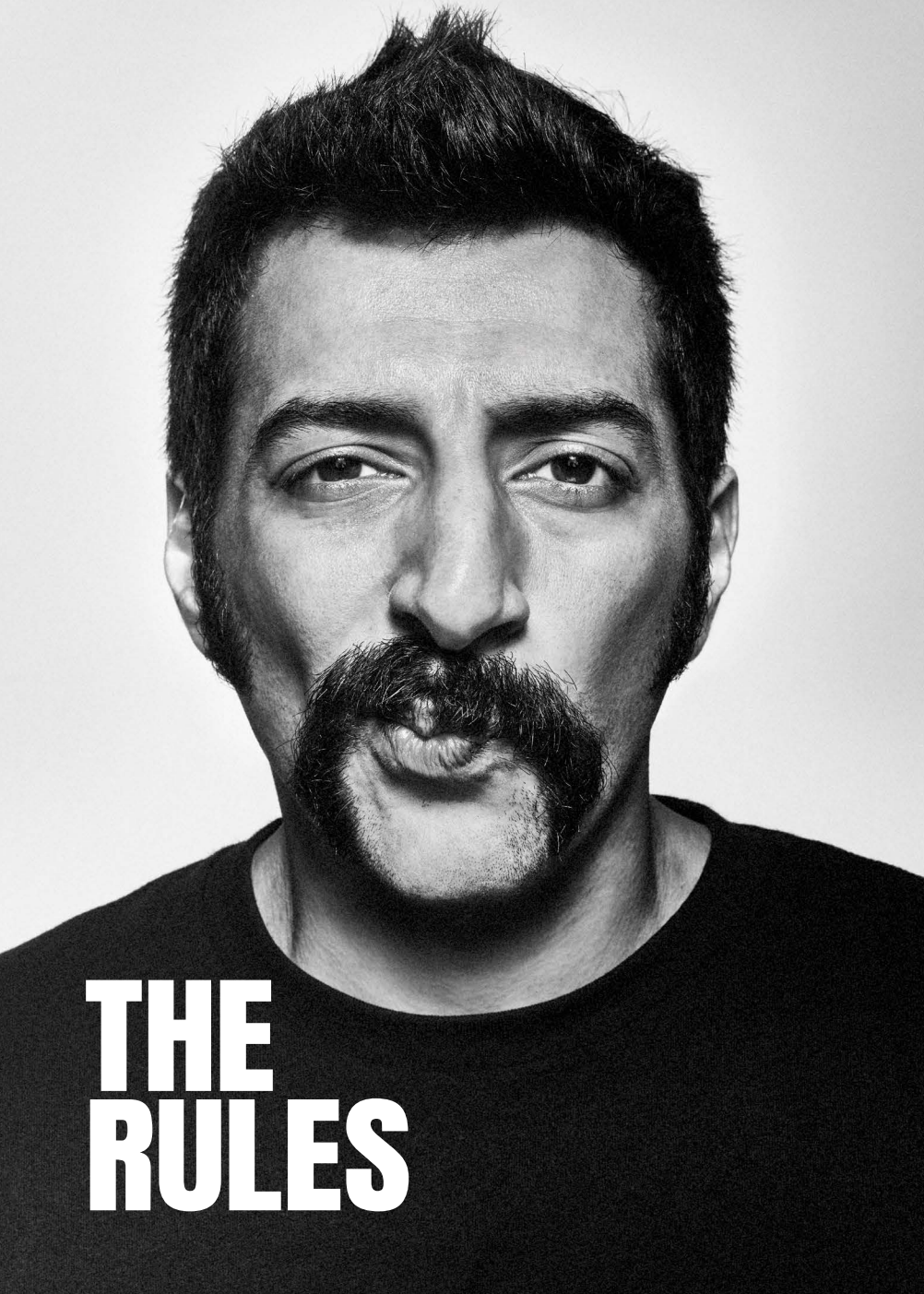
Remind yourself that men have endured worse in the past. You can stand a little face tickle in the name of doing something so important.

### Shape your moustache

Get across proper grooming techniques. A great Mo comes down to tender loving care.

### Nurture it and keep it clean

Look after your Mo, and your Mo will help you raise funds for men's health.



# THE RULES

Five rules to help  
you flourish.

## RULES

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- 01** **Once registered** via the app or at [moverber.com](http://moverber.com), each Mo Bro must begin the 1st of Movember with a clean-shaven face.

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  - 02** **For the entire month of Movember** each Mo Bro must **Grow** and groom a moustache.

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  - 03** **Don't fake it.** No beards, no goatees and no fake moustaches.

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  - 04** **Use the power of the moustache to create conversation** and raise funds for men's health.

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  - 05** **Each Mo Bro must behave like a true gentleman.**
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There is no right Mo.  
It's all personal preference.  
But here are a few styles  
for some Mo inspo.

# MO STYLE GUIDE



THE WISP



THE ABRAKADABRA



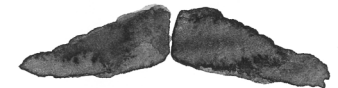
THE ROCK STAR



THE UNDERCOVER BROTHER



THE TRUCKER



THE REGENT



THE BUSINESS MAN



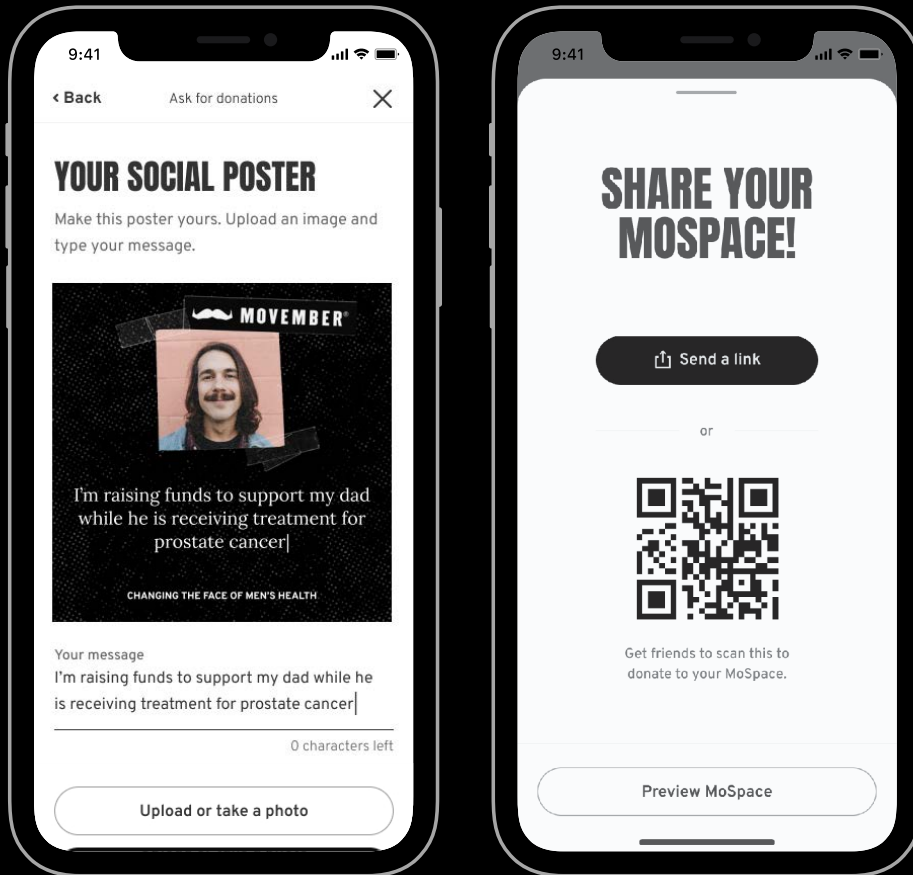
THE BOX CAR



THE CONNOISSEUR



THE AFTER EIGHT



Once you've set up your Mo Space, blast social media with your Mo Space link or custom QR code.

#### THEN FOLLOW THESE TIPS TO INVITE DONATIONS:

##### **Sell your style**

Run a ballot on what Mo style you should go for. Get donations for each vote.

##### **Mo handle**

Auction the naming rights for your Mo, then call it by that name for the rest of the month.

##### **Real estate agent**

Go one further and subdivide your Mo into plots. Auction each plot and let the landowners decide what happens with their plot on the last day of the month. Style it? Dye it? Cut it?

##### **The keeper**

Not everyone's a Mo fan. So what happens if you announce that you plan to keep yours? Maybe it's an opportunity to get donations to shave it off. Just sayin'.

##### **Mo rash cash**

Kissing a Mo Bro can feel... different. Ask your partner to get sponsored for what they have to endure for Movember's sake.

##### **Give thanks**

Shout out your donors along the way. Message them. Fire off texts. Call them. Write a card. Snap a pic of your Mo progress and post it online. Hold up a boombox outside their window.

One proven way to thank your donors is to tag them on social media. Not only are you publicly sharing your appreciation – it's also an effective reminder to your whole network. So thank your supporters and don't forget to include your Mo Space link.

##### **Pre-written emails and social posts**

We know – not everyone's a wordsmith. Our scribes have written some email templates for you to send out and really get donations flowing. Download the templates from our [fundraising resources page](#).

# GETTING MO DONATIONS



**Want to make your hard work go even further?  
And with minimal extra effort?**

**CHECK OUT THESE PRO TIPS:**

**Use the Movember app**

It's easy, quick and loaded with features. Get notified whenever donations roll in. Track your progress, check in on your team and any challenges you're part of, get the latest Movember news while connecting with clubs and the wider Movember community.

**Use Canva custom graphics**

Jazz up your posters, email signatures, and social media posts with Movember graphics on Canva. They're free and there's one for every situation. [Sign up for Canva here.](#)

**Use Facebook Fundraisers**

What if we told you that you're likely to raise 180% more funds than your average Mo by using one simple trick? With Facebook Fundraisers, you can easily link your Mo Space fundraiser profile and Facebook account. That way, friends and family can donate to your Movember fundraiser directly through Facebook – they don't even need to leave the app. And that statistic is true: people who do this raise 180% above average.

**See our other fundraising guides**

You'll find even Mo ideas and resources on our [fundraising resources page.](#)

**SUPERCHARGE  
YOUR  
FUNDRAISING**

**CONTACT US**

Got a question? Drop us a line:

Email [info.uk@movember.com](mailto:info.uk@movember.com)



**MOVEMBER®**

CHANGING THE FACE OF MEN'S HEALTH