



THE SPORTS FUNDRAISING GUIDE

STOP MEN DYING TOO YOUNG



WELCOME ABOARD

STOP MEN DYING TOO YOUNG

Thanks for getting involved this Movember. Your club is joining a movement of 5M+ Mo Bros and Mo Sistas – many of which are sports fanatics like you – on a mission to help men live happier, healthier, longer lives.

In this pack, you'll find the inspiration to go bigger, better and hairier for men's health. From stories featuring other dedicated sports fans, to important information about the projects you're funding.

As your teammates and supporters Mo throughout the month, remember that the money you're raising will fund groundbreaking research in prostate cancer, testicular cancer, mental health and suicide prevention.

Not only that, but uniting your club for a purpose outside of sport can bring the community closer – helping players, supporters and coaches feel good about the team they're a part of.

From the entire crew at the Movember Foundation, thanks for getting involved. And Mo on!

THE STATS

The men's health crisis is impacting men across sports fields – and beyond. Globally:

6 YEARS

Men die nearly 6 years earlier than women.

5.6M+

Men are estimated to be living with prostate cancer.

YOUNG MEN

Testicular cancer is the second most common cancer in young men.

15-29

Suicide is the second leading cause of death in 15–29 year-old men.

HOW TO: GET INVOLVED:

Every whisker, drop of sweat and get-together counts.

Whether you're gutsy enough to rock a during the game, or you simply can't, there's more than one way to get involved in your club.

GROW A MO

Ready to get hairy? Great news. Trucker, regent, connoisseur or wisp – no matter the shape or style of your Mo this Movember, your face can raise funds and awareness for men's health.

MAKE YOUR MOVE

Move this Movember by running or walking 60 kms over the month. That's 60 kms for the 60 men we lose to suicide each hour, every hour. Put one foot in front of the other to raise funds for men's health.

HOST A MO-MENT

Host a Mo-ment this Movember, and raise funds by doing what you already get a kick out of. Get your friends together. It's the easiest way to stop men dying too young.





MOVEMBER MATCH DAY

Make your fundraising efforts a game-day event.

Choose a game in your club's calendar this Movember and use it to raise funds and awareness for men's health.

Here are a few ideas to get you started:

SUPPORTER POWER

Host a half-time conversion competition, or run a raffle and collection with the fans. Which set of fans will prevail, and who will fail?

FINES AND FEES

Which player is always forgetting their kit? Who got sent off last week? Issue fines and donate the proceeds to the cause. Or why not chip in a donation for a lift to the game?

HUNGER HELPER

At the cost of a donation, provide snacks, drinks or a hearty pie to the hungry fans and players. Make it a healthy pie in honour of men's health.

FACE PAINT FRENZY

For the kids and Mo Sistas – whether they're playing or supporting – paint on Mo's and ask for a donation for their fake moustachery.

A MESSAGE FROM: DAVE WARD

Pro rugby union player for Harlequins.

"A friend I lived with years ago sadly took his own life. We never really talked about serious things, but I want guys to know that you can talk to your friends about anything. I wish my mate had spoken to me or someone else about his problems. We need to be brave and talk about the big stuff in life, and be men of more words."

Asking, listening, and being there for
the men in your life can be life saving.

When in doubt, use this guide to be there for your
mates – in any situation. It's as simple as ALEC.

A – ASK

Ask how they're doing.

L – LISTEN

Listen to what they say.

E – ENCOURAGE ACTION

Explore the options they might have.

C – CHECK IN

Keep in touch with where they're at.

TO FIND OUT MORE, VISIT MOVEMBER.COM

TOOLS 'N TIPS

USE THESE TO GET DONATIONS ROLLING IN.

ON FACEBOOK

Fundraise with Facebook.

Sign into your Mo Space and then click the blue 'Reach more people' button on the right-hand side to create a Facebook Fundraiser.

This lets you easily invite your personal Facebook network to donate, plus share updates and say thanks for their donations.

Best of all, your Facebook Fundraiser will link to your Mo Space, so any donations you get on Facebook will show up there too.

Hot tip: Mo Bros and Mo Sistas who used a Facebook Fundraiser in 2017 raised 180% more than those who didn't.

IN THE CLUBHOUSE

Start a sweepstake.

Who'll draw which Mo in your club? Leave your moustache style to chance this Movember in the ultimate moustache sweepstake. Collect a donation for each entry. Email info.uk@movember.com for yours.

AT THE PUB

Join a team or Challenge.

Host a pub quiz for Movember to get the club thinking – and laughing. Donations can be collected at the door. The best bit? We've written the questions for you. Get in touch at info.uk@movember.com for your pack.



MOVEMBER.COM



FAQS

Visit uk.movember.com/fag

CONTACT US

Got a question? Drop us a line:

Email oswin@movember.com

Phone 020 7952 2060

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