



YOUR MOVEMBER FUNDRAISING GUIDE



WELCOME ABOARD

It's been another big year for humanity, and the world continues to change. But a lot of things stay the same: men's health is still in crisis. Men are still dying too young. It doesn't have to be like this. Mental health and suicide prevention, prostate cancer and testicular cancer – we're taking them all on. With your help.

We're stoked to have you with us this Movember – champion of the mighty Mo, an inspiring innovator, a fired-up change agent. Your mission is to raise much-needed funds and awareness to help fuel our innovative men's

health projects, and make a real difference in the lives of real men across the world.

This guide has everything you need to get started, but don't hesitate to get in touch if you have any questions or need a helping hand.

SAFETY FIRST

In light of the ongoing pandemic, and as we gear up for Movember, there are a few important things to keep in mind.

Physical distancing restrictions vary from place to place. As you start to plan your events, please always adhere to your governing health body's COVID-19 advice.

These pages are packed with ideas and suggestions, but it's up to you to interpret them in a way that's safe, fun and in line with official advice in your local area. That might mean putting a virtual spin on your trivia night or holding a Shave Down shindig via Zoom.

Whatever you do, it'll be awesome, so get creative, keep safety in mind and go hard this Movember.

From the entire crew at Movember, thanks for getting involved, and Mo on.

LET'S CHANGE THE FACE OF MEN'S HEALTH



Meet the men whose
lives you're changing.



"I'm more determined than ever to never take a day for granted."

"After finding an abnormality during a self-examination, my wife encouraged me to see a doctor. The first doctor I saw told me I was fine, but something still didn't feel right. I followed my instincts and insisted on an ultrasound. After the ultrasound, another doctor's opinion and a specialist, I was diagnosed with testicular cancer, and quickly taken into surgery.

I was only 30 years old, fit and healthy with no prior medical conditions. It was a stark reminder to my family and friends that anyone can get cancer at any time.

I still go back to the hospital regularly for check-ups, but I feel fitter and stronger than ever. It has definitely strengthened the relationships I have with my dad and two brothers – to the point where we are having more in-depth conversations, not only about physical health but mental health as well.

My experience reinforced in my mind how quickly life can change, and I'm more determined than ever to never take a day for granted."

MO BRO, ADAM SHAW
DIAGNOSED WITH
TESTICULAR CANCER

BROTHERS THROUGH BOXING

This unique project connects socially isolated men aged 16-25 through regular boxing training and group discussions over six months. Those who currently take part in the project have suffered trauma, have special educational needs or experience mental health challenges.

TRUE NORTH PROSTATE CANCER

Spanning eight countries, True North Prostate Cancer puts tools like decision support, lifestyle management, and symptom tracking into the hands of men who need it.

NUTS & BOLTS

For young guys diagnosed with testicular cancer, life changes a lot, and it changes fast. Nuts & Bolts is designed to help these guys feel like they've still got their feet on ground. A relevant, reliable, straight-talking source of information to ease uncertainty and equip men with what they need to feel calm and informed. Nuts & Bolts' mission it to ensure every guy going through testicular cancer knows they're not alone, and that they have every chance of getting back to living a happy, healthy and long life.

1,250 PROJECTS AND COUNTING





YOUR MOUSTACHE MAKES A DIFFERENCE

So how can you change the face of men's health? The answer is right under your nose.

CHOOSE A STYLE

Feeling brave? Try The Trucker.
The timeless type? Go The Regent.
Lacking lustre? Wear the Wisp.

SHAVE DOWN

Your money maker should be smooth as silk for Movember 1st. Host a classic Movember Shave Down and get everyone involved while drumming up donations. You can even take it online with a virtual Shave Down, or live streaming the action on social media.

STRUT YOUR STUFF

Your Mo wields influence. Use it to start conversations and inspire donations.

MO STYLE GUIDE



THE WISP



THE
BUSINESS MAN



THE
ROCK STAR



THE
BOX CAR



THE
CONNOISSEUR



THE
REGENT



THE
ABRAKADABRA



THE UNDERCOVER
BROTHER



THE
AFTER EIGHT



THE
TRUCKER



MOVE



NATURAL
BORN
MOVER

YOUR 60KM CHALLENGE

Commit to running or walking 60kms over the month. That's 60kms for the 60 men we lose to suicide each hour, every hour across the world – the men who should still be here today.

You don't have to be an ultra-athlete or own the latest kicks. Move is simpler than that. Put one foot in front of the other, and you've already made a start.

GET READY

Connect your fitness app to your Mo Space to log every step. Don't have one? Use your phone or post updates manually on your Mo Space.

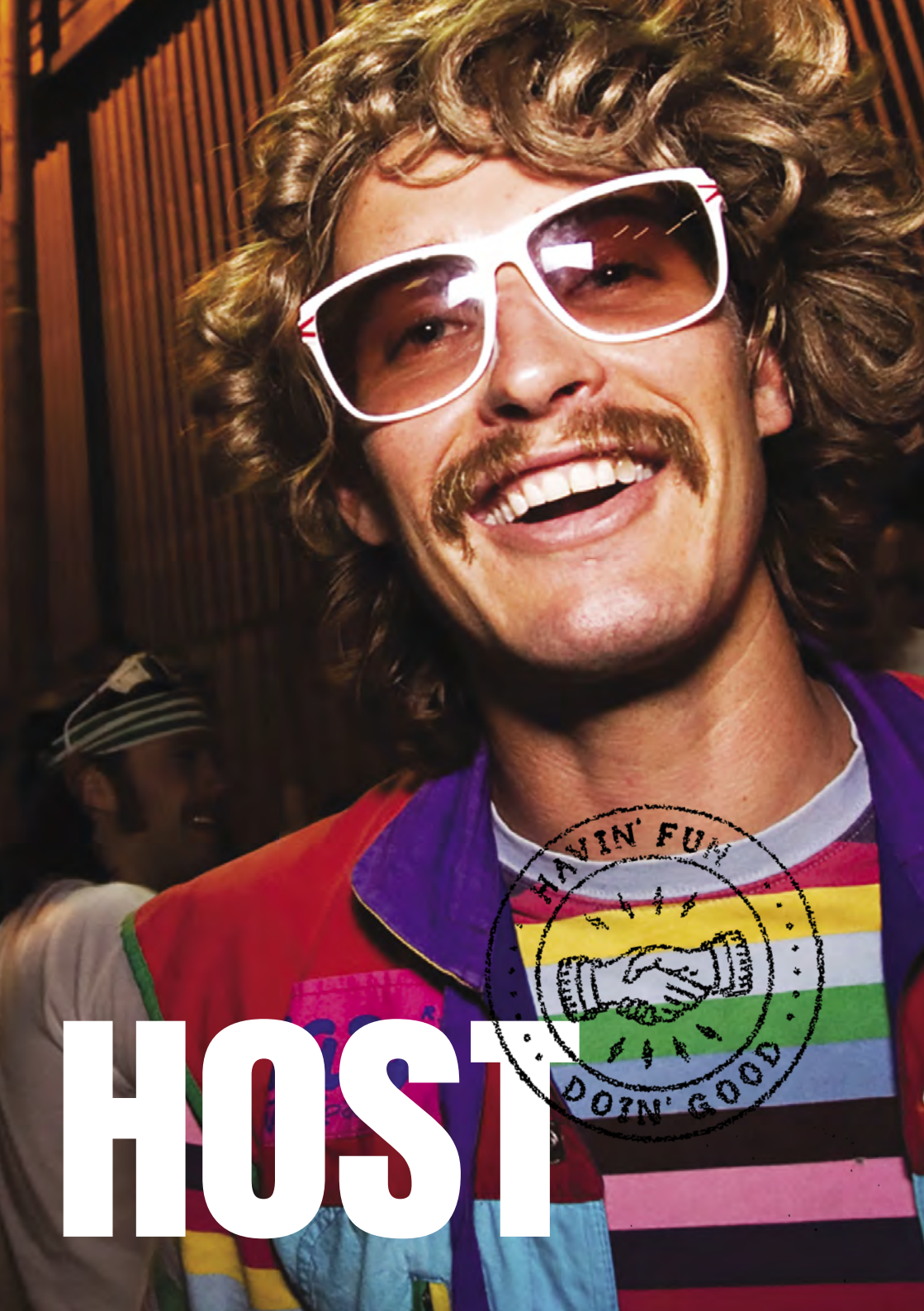
CHIP AWAY, YOUR WAY

Hit it fast. Take it slow. Run solo. Join a team. Go outside. Enjoy yourself.

MAKE IT COUNT

Seize every opportunity to kick-start important conversations about men's health.





HOST

YOUR MO-MENT WITH MATES

Rally a crew and do something fun. We call this Hosting a Mo-moment. Simple is best – whatever floats your boat and inspires donations.

CHOOSE YOUR MO-MENT

Whether it's in-person or virtual, the type of get-together is completely up to you.

SHOUT IT OUT

Invite all your family and friends to join you.

MAKE IT COUNT

Collect donations from attendees.

MO-MENTS WORTH HOSTING

Pub Quiz

A Shave Down – a Movember-style group shave-off of facial hair (even virtually) to kick off the month.

Stache bash - a celebration of moustaches to end the month in style





MO YOUR OWN WAY

Whether it's a gruelling test of physical endurance or some other wildcard idea. Whether it's a day, over several weeks or across the year – take whatever Mo Your Own Way means to you and run with it.

A choose-your-own-adventure challenge epic in scope and scale. The sky's the limit, but here are some ideas to get you thinking:

- Ride the distance from London to Leeds.
- Tackle a mammoth team workout with mates.
- Slog out a rowing machine marathon.
- Create a wild hybrid of challenges.

Think big and go bigger. Mo Your Own Way means you make the rules.

ONLINE

Join a team or challenge

Join forces with friends in a team, or compete in a Challenge against Mo Bros and Mo Sisters who are doing something similar. You can choose from these options once you've signed up.

Fundraise with Facebook

Make it as easy as possible for your Facebook network to support your efforts: create a Facebook Fundraiser linked to your Mo Space.

Login to your Mo Space and hit the blue 'Create Fundraiser on Facebook' button to get started.

BOOST YOUR FUNDRAISING

Use incentives

Incentives are a powerful way to motivate friends, family and colleagues to donate. Offer small incentives for a certain donation amount or something big if you hit your goal for the month.

Tell your story

Make sure people know why men's health is important to you. The more you share of your personal story, the more likely people will be to support you.

Mo Space downloads

Sign into your Mo Space to get your hands on a range of fundraising boosters you can use when Hosting a Mo-ment.

AT WORK

Gift matching

Lots of workplaces support fundraising efforts by matching their employees' fundraising total (up to a certain amount).

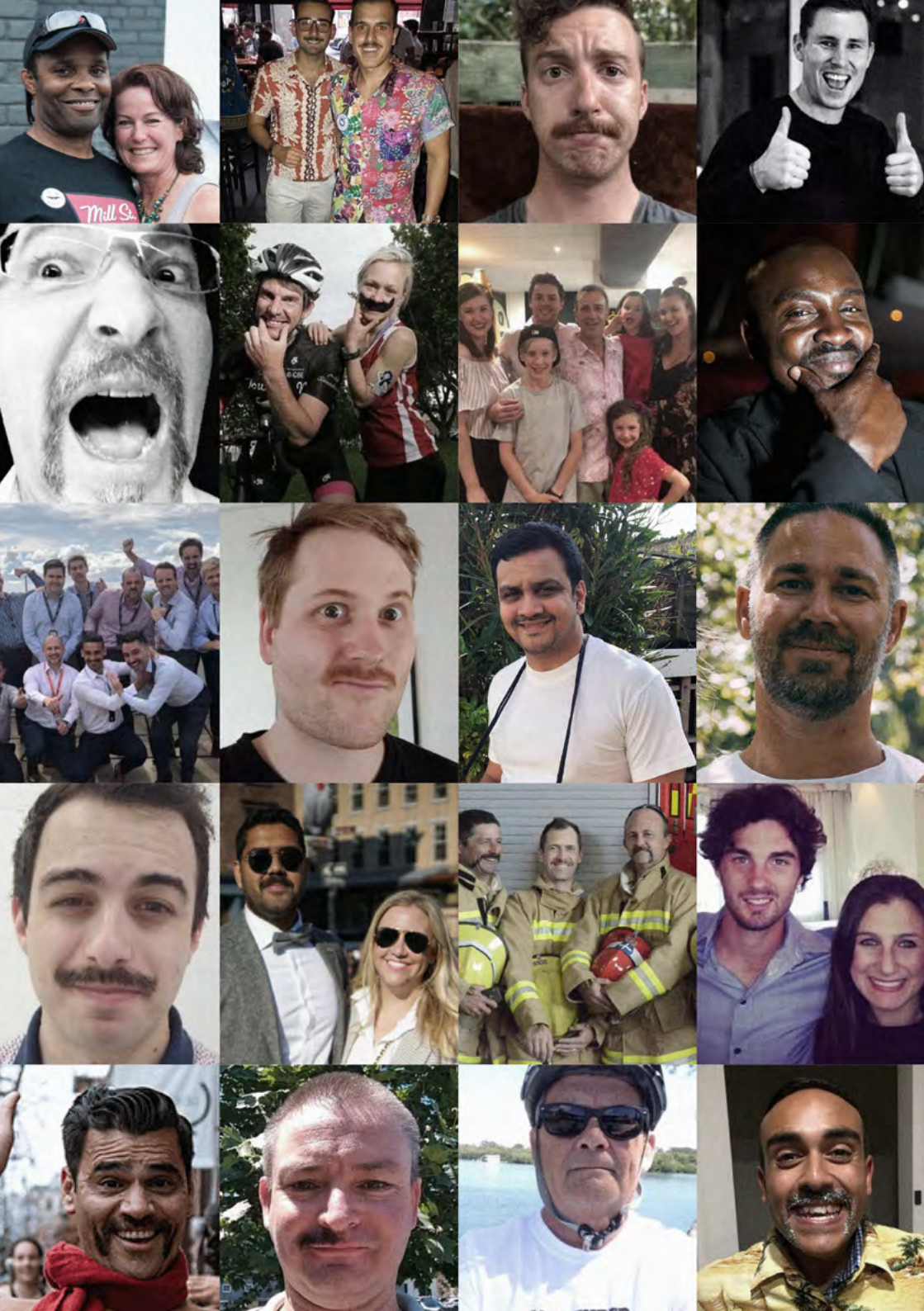
Get in touch with your HR or CSR team to find out what support they offer.

HOT TIP:

Mo Bros and Mo Sisters who used a Facebook Fundraiser in 2020 saw their totals skyrocket.

TOOLS 'N TIPS





MAKE A FINAL CALL OUT

Let family and friends know there's still time to donate by sending one last email. Sometimes people need to be reminded and it can make a huge difference.

SEND IN YOUR CASH DONATIONS

Count the loose change collected over the month. Send the total via online bank transfer, a cheque in the mail, or over the phone.

CELEBRATE YOUR EFFORTS

You did something good. And that's worth celebrating. You stepped up to the challenge to stop men dying too young. You are the difference – and for that, we can't thank you enough.

THAT'S A WRAP

HOW TO DONATE

movember.com/donate

0207 952 2060

Movember Europe
PO Box 68600
London, EC1P 1EF



CONTACT US

If you've got questions,
we've got answers.
We're always here to help.

movember.com/faq

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