



YOUR UNIVERSITY
FUNDRAISING GUIDE

**UNITED
WE MO**



WELCOME TO THE TEAM

We won't forget 2020 in a hurry. It's been a big year for humanity and the world has changed. But a lot of things stay the same: men's health is still in crisis and men are still dying too young.

We're stoked to have you with us this for 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 wild year we've had 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





The men's health crisis is impacting men of all ages across the world.

6 YEARS

Globally, men die nearly 6 years earlier than women.

Suicide is the leading cause of death in UK men aged

20-34

#1

Prostate cancer is the most diagnosed cancer in men in the UK.

YOUNG MEN

Testicular cancer is the most common cancer in young men.

The good news is, your university has the power to help change this.

Here's how students and staff at Chichester University made Movember a huge success.

With the help of a local barber, Chichester University launched into their first Movember campaign with an epic Shave Down event. The spectacle drew students from across the university who each threw down a £10 donation for clean shaves, shaved heads and even a couple of mullets. A genius way to kick-start the fundraising kitty and tease the fun to come.

Mo-ments (Movember-style events) were hosted across the month – kicking off with a launch at the SU bar, sports matches and a raffle for a quick and easy donation booster.

The team staged an impressive Move challenge involving a series of physical feats with figures representing some key men's health stats: guys took on a 75km cycle (75% of suicides in the UK are men), 8km of rowing (1 in 8 men will be diagnosed with prostate cancer in their lifetime), 26km of running, 360 burpees and a 60-second dip in the sea for the 60 men who take their own lives every hour across the world.

Thirteen societies across the small uni got involved, doing their part to raise awareness, start conversations, Host events, fundraise and donate – a true whole-campus effort.

“There had never been someone to spearhead the campaign at Chichester, so being the first person to do that really empowered me to try my best and set the benchmark for years to come.”

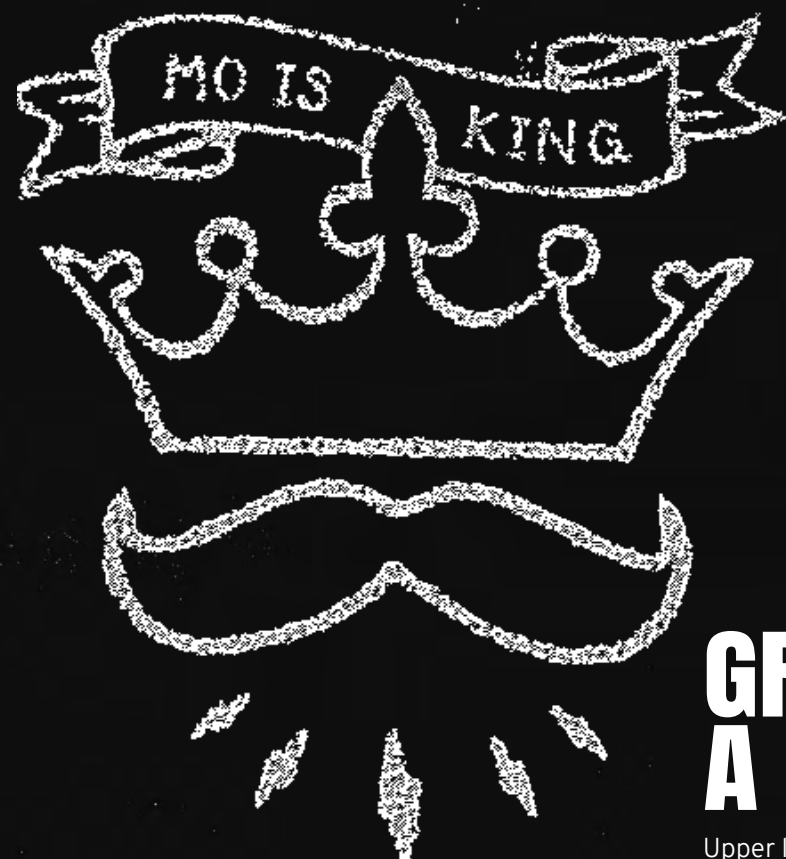
With Student Ambassador Eddy Hounsell leading the charge, it was always going to be an awesome month. Not only did Eddy personally raise £2,700 (that's third place on the entire UK's student leaderboard!), but he drove the campaign with incredible enthusiasm for the cause and a keen eye for the fun and whacky.

Through all their amazing efforts, Chichester raised over £8,000 exponentially, smashing the previous year's total of £300.

CAMPUS HEROES



Every whisker, drop of sweat and get-together counts. If you can't Grow a Mo, fear not – there's more than one way to get face-deep in the movement.



GROW A MO

Upper lip at the ready? Excellent! But even if you can't grow a showstopper, don't worry – the worst moustaches start the best conversations.



MAKE A MOVE

Move this Movember by 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. Do it as a team with classmates or go solo.



HOST A MO-MENT

Rally a crew and do something fun. Host a virtual quiz night or an online gaming tournament –get creative. Hosting is all about having a good time for a good cause.

HOW TO GET INVOLVED



MO YOUR OWN WAY

A choose-your-own-adventure challenge epic in scope and scale. Ride the distance from London to Leeds. Tackle a mammoth team workout with mates. Slog out a rowing machine marathon. Think big and go bigger. Mo Your Own Way means you make the rules. The donations you inspire will help fund lifesaving men's health projects.



REACH OUT WITH ALEC

Asking, listening and being there for your teammates can be lifesaving. Use ALEC to help you navigate a conversation with someone who might be struggling.

A

ASK

Start by asking how they're feeling.

L

LISTEN

Give them your full attention.

E

ENCOURAGE ACTION

Help them to focus on simple things that could improve how he feels.

C

CHECK IN

Follow up your chat with a phone call or FaceTime to see how they're feeling.

Huge thanks to R U OK? for developing the ALEC model.

Need a hand having a conversation with a mate who's doing it tough?

Take a look at Movember Conversations:

movember.com/conversations

There are heaps of ways to bring Movember to life across campus.

HOST A SHAVE DOWN

A Movember-style event where attendees donate to see Mo Bros go clean-shaven. All money makers should be smooth as silk for the start of the month. If it's a virtual event, recruit a local barber to dial in and commentate. Take before and after photos for your team Mo Space (and Challenge page). Use the snapsto vote for the best (and the 'at least you tried') Mo's at the end of the month.

VIDEO GAMING TOURNAMENT

Host a tournament or 24-hour marathon of your favourite game. Challenge your housemates, club or sports team to a classic FIFA match, and collect donations to enter. Or get sponsored for a Call of Duty marathon.

HOLD HEALTH SESSIONS

Invite a health lecturer from your campus, or an external expert, to hold a talk on men's health. Or run it yourself and teach your university about the ALEC model (on the next page)—a guide to listening, talking and being there for friends through tough times.

CELEBRATE WITH A STACHE BASH

Toast your Movember efforts in style by hosting a Stache Bash and nvite non-Mo growersto vote for the best, worst and most creative moustaches. Bump up your fundraising by making each pound raised count as a vote.

GET INSPIRED



HAVIN' FUN DOIN' GOOD

CONTACT US

We're always here to help.
If you have any questions or
simply want to chat through
ideas, get in touch.

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