



YOUR SPORTS
FUNDRAISING GUIDE

READY SET MO!



WELCOME TO THE TEAM

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.

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 quiz 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 team has the power to help change this.



**HOW-
EVER
YOU
MO
WILL
SAVE
A BRO**

Rallying around the mighty Mo is a great team sport. If you can't Grow a Mo, fear not – there's more than one way to get involved in the movement.



GROW A MO

Upper lip at the ready? Great news – get growing. Can't grow a lush one? No biggie: the worst moustaches start the best conversations.



MAKE A MOVE

Move this Movember by running or walking 60km over the month. That's 60km for the 60 men we lose to suicide each hour, every hour across the world.



HOST A MO-MENT

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



HOWEVER YOU MO WILL SAVE A BRO



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.



Choose a day to host a match. Invite your community and leverage the game to raise funds and awareness for men's health. Use the event to come together, check in on each other and have some fun.

Here are a few ideas to get you started:

QUIZ NIGHT

Whether online or in-person, the charity quiz is a sure-fire hit. Get in touch with Movember for the official Movember quiz and add your own rounds.

WORKOUT CHALLENGE

Take on a team challenge, competing in teams or individually, to complete an epic work out together. Award prizes for most reps or fastest competitors and collect sponsorship for all that sweat.

SHAVE DOWN

Start on a level footing, and pledge to shave down (together or virtually) on Movember 1st. Then share the baby-faced evidence on social media to let the world know you're ready to change the face of men's health (and ready for their donations!).

MO MATCH DAY

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 for your team and supporters.

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.

Log in to your Mo Space and hit the blue 'create fundraiser on Facebook' button to get started.

MATCH DAY MO'S

Dye your moustaches in team colours for the final weekend of November. Get a photo to commemorate a month to remember

DOWNLOAD THE APP

Download the official Movember app to Mo on the go. Check out the filters to update on your Mo-gress and use the sharing functions to ask friends for donations.

TOOLS 'N TIPS

HAVIN' FUN DOIN' GOOD



CONTACT US

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

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