



# WORKPLACE FUNDRAISING GUIDE



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# ABOUT MOVEMBER

Around the globe, men are dying too young. With your help, it doesn't have to be like this. Together, let's take one mental health and suicide prevention, prostate cancer, and testicular cancer.

**We're thrilled that your company – champions of the mighty Mo, inspiring innovators and fired-up change agents – supports Movember.**

As you and your colleagues Mo through the month, your mission is to raise much-needed funds and awareness to help fuel innovative men's health projects and make a difference in the lives of real men.

You'll have fun and drive employee engagement and job satisfaction from your team coming together behind an important cause.

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.



Movember isn't just about raising funds, having fun and doing good. It's also good for your physical and mental health.

Mo's who do Movember tell us they feel better about their mental health, when compared to the rest of the male population. They're more likely to open up to a friend or a professional if they're struggling. They're also more informed about the risks of prostate cancer and testicular cancer. They're even more active.

It's another great reason to get onboard this Movember – and a fantastic reason to get others to join you.

Here are some fascinating Movember stats to help you recruit more Mo's to your team.

# WHY DOING MOVEMBER IS GOOD FOR YOU

(AND YOUR COLLEAGUES)

## DID YOU KNOW?

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### **29% OF MO BRO'S**

spoke to a health care professional about something that didn't look right (compared to 18% of the general population).

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### **MO BRO'S ARE 14%**

more likely to talk about prostate cancer.

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### **MO BRO'S ARE 10%**

more likely to talk about testicular cancer.

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### **44% OF MO BRO'S**

said they confided in a friend about mental health when struggling (compared to 17% of the general population).

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### **75% OF MOVEMBER MEN**

stayed in touch with friends and family (compared to 50% of the general population).

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### **37% OF MO BRO'S**

were active more than 20 times a month (compared to 24% of the general population).

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# FOUR WAYS TO MO

Growing a Mo is the most well known way of supporting Movember.

But you don't need to grow to save a bro. Move, Host and Mo Your Own Way are options which may better suit your company. You can even chop, change and combine as you please.

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## GROW

Grow a moustache to raise funds for men's health. It's the classic and simple approach. Can't grow one? Even better. The worse the Mo, the more conversations it'll inspire. It's how you can literally get face-deep in the movement.

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## MOVE

Move this Movember by walking or running 60mi over the month. That's 60mi for the 60 men we lose to suicide each hour globally. Solo and team efforts accepted.

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## HOST

Rally a crew and host a trivia night or a ping-pong tournament. Anything close to your or your company's heart can inspire an event.

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## MO YOUR OWN WAY

A choose-your-own-adventure challenge epic in scope and scale. Set your sights on breaking an obscure record. Do dares for donations. Kick a bad habit. Take on a physical challenge. Mo Your Own Way means you make the rules.

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# HOW TO MOVEMBER IN THE WORKPLACE

## Remember these three things and you can't go wrong.

1. **Have fun** while building connections and strengthening camaraderie with friends, colleagues, and your team.
2. **Spark conversations** around the most important issues facing men's health globally, and prompt action that helps men live happier, healthier, and longer lives.
3. **Raise funds** that support innovative projects across mental health and suicide prevention, prostate cancer, and testicular cancer.

## PLANNING A SUCCESSFUL MOVEMBER AT WORK

### Ask your higher-ups for support:

A formal letter addressed by name is often best. Acknowledge their role in the business and explain who you are, and how supporting Movember benefits the business.

**Don't be shy:** Explain what's needed to make it happen. If you're planning to Host an event, tell them the what, when, where and how. Let them know how much you and your team hope to raise, and what their donation would mean for your cause.

### Talk up the benefits to the company:

Highlight how sponsoring your Movember campaign complements the business's broader community goals. You can also highlight how you'll promote the business during Movember and at related events.

### Assemble a Movember committee:

Start a committee to strategise and execute your Movember campaign. Better yet, invite senior leaders, HR, CSR, and Employee Resource Groups to get more momentum behind your campaign.

### Map out your Movember campaign:

Work out your team recruitment plan, book a kick-off event and/or wrap-up party, send save the date invites for fundraising and awareness events, and establish a communication plan.

**Goal-setting:** Make them realistic and attainable, whether we're talking fundraising, participation, or awareness.

**AT WORK****Little ways any workplace can bring Movember to life.****Shave Down**

A Movember-style event where employees donate to see Mo's go clean-shaven. All money makers should be silky smooth for the start of the month. If it's a virtual event, recruit your workplace's biggest extrovert to MC. Take before and after photos for your work intranet, then use these to vote for the best (and the 'at least you tried') Mo's at the end of the month.

**Mo is the word**

Get the word out about the good work you're doing to support men's health. Think posters around the office, daily emails and chatter on Zoom, Slack and other virtual water coolers. Use your staff intranet to post Mo pics, cheer each other on, and ask for donations.

**Gift matching**

Some workplaces will match employees' fundraising efforts (up to a certain amount). Ask yours to get behind you, and your tally could double. There's more on this below!

**Office trivia**

**Host** a trivia event and invite neighboring companies, partners and suppliers to take part for a donation. We can supply a Mo Trivia kit ([contact us](#)) – all you need to do is recruit a great MC or two and rustle up some awesome prizes.

Let everyone know what they're playing for, and award prizes through the night. Teams pay to play.

**Lunch 'n learn**

An office Lunch 'n Learn is a chance for team members to better understand the issues facing men's health. You could even invite an external speaker or ask staff to share their own stories.

Or use [Movember Conversations](#) for inspiration; it's an online tool with tips on how to support someone going through a tough time.

**Health talks**

Keep men's health top of mind with weekly health or wellness talks. Invite men's health pros, support group leaders, and other men to discuss their journeys.

**AT UNIVERSITY****Here's how students and staff at Kent University in the UK made Movember a huge success.****Mo-Vensday**

The campus' weekly social night was rebranded with moustaches galore to launch the month of Movember and attract sign-ups and donations.

**Local biz scouts**

Students approached local businesses and barbers to sponsor events like trivia nights during the month.

**Photoshoots**

Students snapped selfies of their noble Mo growers and plastered them across campus to draw attention to their fundraising efforts (and donations)!

**A Shave Down**

A local barber joined students at the end of the month for a ceremonial shave off. Students were even invited to lend a hand.

**AT SCHOOL****Turn that bum fluff into Mo money for men's health. Have at it with some of these ideas, borrowed from our Mo Bro's at Avon Old Farms in Connecticut, USA.****Video game tournaments**

Give students a chance to raise funds while doing something they love. Collect donations by charging a small tournament entry fee. Winner takes all school yard bragging rights.

**School dance**

A ticket to the school dance can become a donation towards men's health. And an opportunity for students to show off their Tiktok dance moves.

**Merchandise**

The school created and sold 'Avon Army' merchandise, with all profits donated to Movember. Get your students to do the same and they also benefit by gaining real world entrepreneurial experience.

**Spark a conversation**

In their own words:  
 "We generate a lot of discussion on our campus, the best of which comes from prospective families who ask why some of our seniors are sporting moustaches. In that way, we can have further reach than we ever anticipated."

# FUNDRAISING IDEAS



## AT YOUR SPORTS CLUB

Your sports team becomes Mo champions with these winning strategies.

### Workout challenge

Complete an epic work-out together. In teams, individually, in-person or even virtually. Award prizes for the most reps or the fastest competitors and collect sponsorship for all that sweat.

### Shave Down

Host a **Shave Down** at the club on Movember 1st. Then share the baby-faced evidence on social media and the club website to let the world know you're ready to change the face of men's health (and that you're ready for their donations).

### Run a raffle

Challenge teammates to sell as many tickets as possible throughout the month. Ask sponsors and local businesses for prize donations.

### Trivia night

After a fun, easy and competitive way to raise funds? A ticketed Trivia night always gets full points.

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## MO IN UNIFORM

Some might say that the First Responder Mo is the quintessential Mo – our firefighters, paramedics and police officers have been the mainstays.

Here's how our helping hands in an emergency can raise money for men in need.

### Mo my ride

One sure-fire way to spark conversations is to stick a handsome Mo on the hood of your vehicles. It's brilliant for educating others on why you're raising funds for Movember. Reach out to your local Movember office for the decals.

### Move it, move it

Time to bump up that heart rate for the sake of men's health. Rally your colleagues to **Move** for Movember. Enter a local marathon or sporting competition – or start your own Mo running club. Go head-to-head and compete against divisions or stations!

### Local raffle

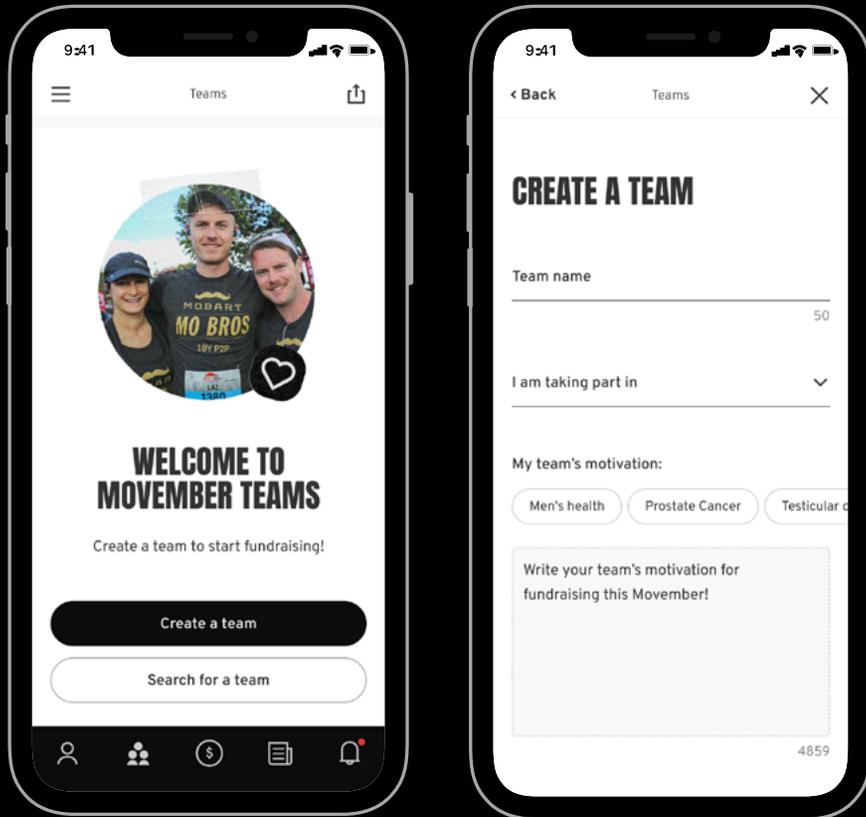
Recruit local businesses to give your fundraising a boost. Ask them for donations to create raffle prizes and sell tickets in the community to support men's health.

### Talk it up

Speak at stations far and wide about how men can look after their health, and about the work Movember does to stop men dying too young.

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**Did you know that your workplace can raise funds as a team? You'll have fun, build connections and strengthen camaraderie with colleagues.**

First, make sure you've set up your personal Mo Space. Once you're logged in, head to the team section of your Mo Space. Choose to join an existing team (if your workplace has one) or set up a new team for your co-workers to join.

Every team has a page that shows the Team Captain, fundraising target, and tally. You can also check out the feed to see donations, messages and photos from the team.

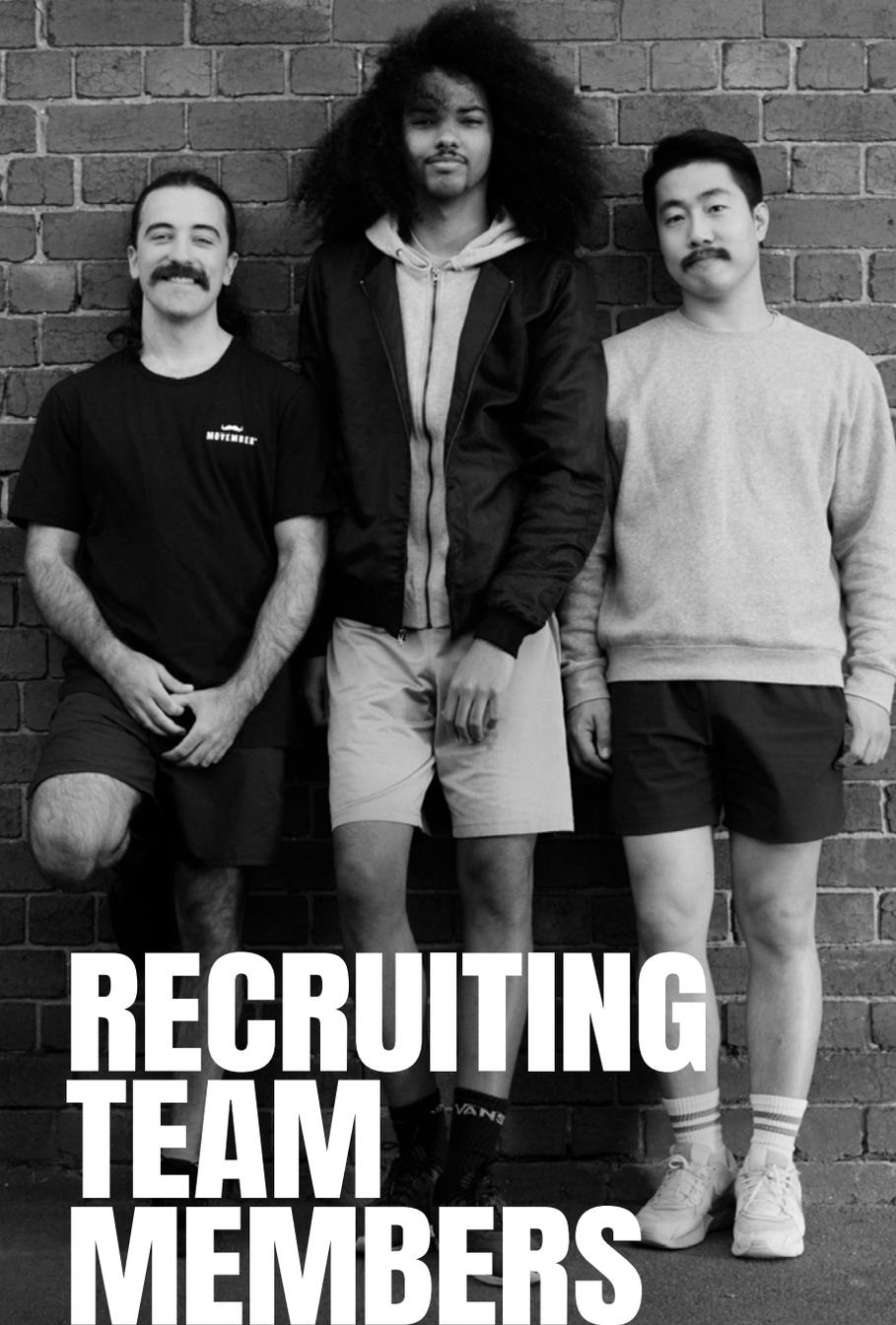
### STARTING A TEAM

To start a team, head to the team section of your Mo Space.

Starting a team makes you the default Team Captain. The chief motivator. Champion recruiter. The one who leads by example.

- Your first responsibility is a team name. Beardless Dragons? The Hairy Marys? Choose wisely. A good name makes recruiting team members easier. The bigger your crew, the bigger your impact.
- Set a fundraising target with your team and make a plan to blow past expectations.
- Set the team's motivation. Like a personal Mo Space, make it meaningful.
- Give your Mo Space a personal touch with pictures, videos, plenty of updates and team members' personal stories.
- Activate the team feed. Some healthy banter is a fun way to get started.

# SETTING UP YOUR WORKPLACE TEAM



A team makes a bigger impact. And that means more much-needed funds and awareness for men's health.

**HERE ARE A FEW TIPS TO HELP YOU RECRUIT TEAM MEMBERS IN THE WORKPLACE:**

- Secure a spot on the agenda of your next team or office meeting – let them know why raising funds for men's health is important and ask them to join.
- Print out Movember posters with your team's QR code so that anyone who signs up goes straight into your team. Add a link or QR code in your email signature.
- Add the team's Mo Space URL to your email signature.
- Get your organization to back the Mo by sharing Movember's health messages and stories through internal communication channels like email or Slack.
- Ask your employer if they'll match your team's fundraising efforts.
- Get senior members of your company on board (ask us for help with this).
- Leave a donation box in your break room, locker room or wherever you gather regularly.
- Ask for donations through email and social media, with a link to your team's Mo Space.
- Throw an end-of-month awards ceremony to toast the top fundraiser, Mover and, of course, the best and worst Mo's. Make sure the donation box moves around the room.



Use statistics about men's health to inspire conversations and more donations.

#### **MENTAL HEALTH AND SUICIDE PREVENTION**

- Globally, a man dies by suicide every minute.
- There's no single reason why men take their own lives, but we do know that by improving overall mental health we can reduce the risk of suicide.

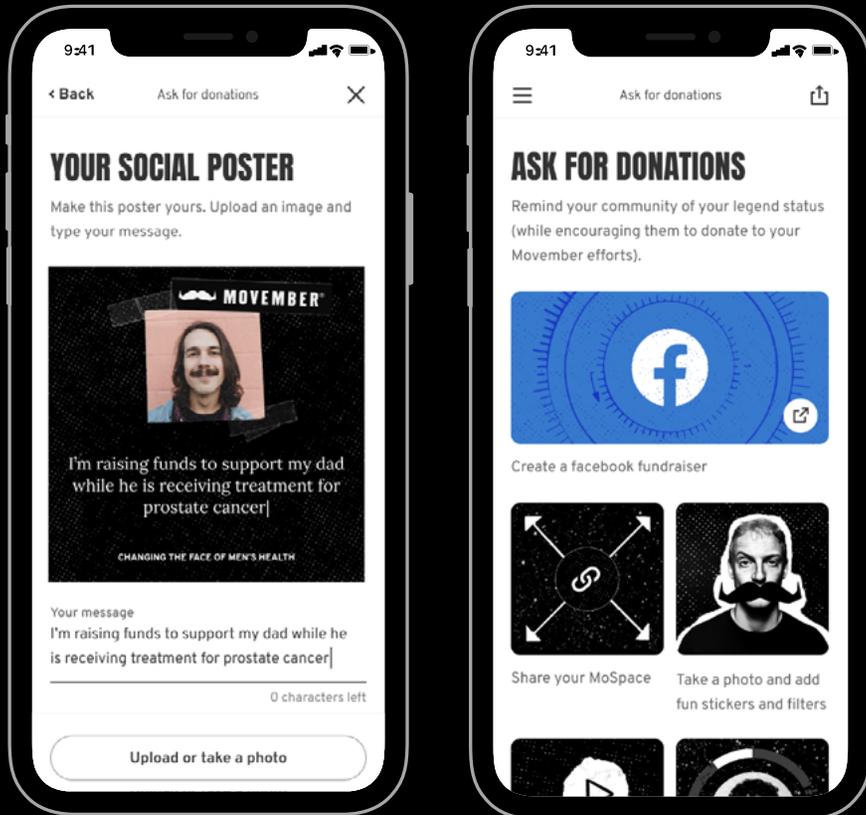
#### **PROSTATE CANCER**

- Globally, prostate cancer is the second most commonly diagnosed cancer in men.
- Early detection has a 98% chance of survival beyond five years.
- Late detection only has a 26% chance of survival beyond five years.
- Early detection is key. To give yourself every chance against prostate cancer, talk to your doctor at 50 or at 45 if you're of African or Caribbean descent, or if you have a family history of the disease.

#### **TESTICULAR CANCER**

- Testicular cancer is the most common cancer in younger guys.
- Almost half of guys don't know how to do a testicular self-examination.
- The 95% chance of survival is no comfort to the 1 man in 20 who won't make it.
- Men should check their nuts monthly in the shower for pain, lumps, or swelling.

# **STATISTICS, FACTS, AND GOALS**



# SUPERCHARGE YOUR DONATIONS

## GIFT MATCHING

One way to get to your fundraising target sooner is gift matching. Many organizations offer this as part of their corporate social responsibility (CSR), matching donations raised for a worthy cause. Dollar for dollar, pound for pound, euro for euro.

Ask your work if they do gift matching – it's an easy way to double your total. Your donors' employers might match their donation too, so get them to ask.

Just ask your manager or someone in HR whether they do it (it's sometimes called dollar matching or internal giving). Some places are even known to triple donations.

## HOW TO SUPERCHARGE YOUR DONATIONS

Your hard work goes even further with 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. Get the app from the [App Store](#) and [Google Play](#).

### 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.

### 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](#).

### Pre-written emails and social posts

Our scribes have written some email templates for you to send out and really get donations flowing. [Download the templates here](#).



**Movember's own insurance won't cover your event or your participants, so please make sure everyone is covered.**

Be aware of any insurance requirements if you're hosting a Mo-ment on private property like a home, office or apartment building.

Check to see if any games of chance or skill need to be registered and/or supervised by official observers.

If you're hosting a fun run or outdoor sports event, you may also need approval if you're using public grounds or blocking off traffic for your route.

You will have to recruit First Aid wardens for public physical events – your local ambulance volunteers may be available to help here.

We're here to help in any way we can, so **reach out** if you need a hand with legal, planning or fundraising tips.

#### CONTACT US

Got a question? Drop us a line:

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

**Phone** (310) 450-3399

# KEEPING IT LEGAL



**MOVEMBER®**

CHANGING THE FACE OF MEN'S HEALTH