



**MOVEMBER®**

YOUR MOVEMBER
FUNDRAISING GUIDE

GROW MOVE HOST



WELCOME ABOARD

You're joining a movement of 5 million+ Mo Bros and Mo Sistas on a mission to help men live happier, healthier, longer lives.

In this pack, you'll find the inspiration to go big and hairy for men's health. Whether you Grow, Move or Host – solo or in a team – you're raising much-needed funds and awareness for prostate cancer, testicular cancer, mental health and suicide prevention.

Your support allows us, in collaboration with leading experts, to create groundbreaking health projects that make a real difference in the lives of real men across the world.

From everyone at Movember, thank you - 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

PROSTATE CANCER OUTCOMES GLOBAL INITIATIVES

This project is transforming prostate cancer healthcare globally by building a better understanding of men's experiences – compiling reports from both doctors and patients throughout treatment and comparing this across regions.

TRUE NORTH TESTICULAR CANCER

Available to any man with an internet connection anywhere in the world, True North Testicular Cancer is an online resource full of tools and information to help young men navigate the disease. In some countries, men can even chat with specialist nurses and other men who've been through a similar journey.

YOUNG MEN IN SPORT

Working with some of the world's most iconic sporting organisations, Movember has created evidence-based programs that enable young men to be mentally healthy and well. Our programs – which can be used across multiple sports to reach a greater number of people – aim to equip young men with the tools they need to take action early, while being better supported by their family, friends and community.

**1,250
PROJECTS
AND COUNTING**



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





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? Wisp it.

SHAVE DOWN

The kind of party where guests donate to help shave your face – because your money maker should be smooth as silk for Movember 1st.

STRUT YOUR STUFF

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

MO STYLE GUIDE



THE WISP



THE
BUSINESS MAN



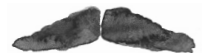
THE
ROCK STAR



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 tracker 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. Or jump on the treadmill.

MAKE IT COUNT

Seize every opportunity to start important conversations, and have a damn good time while you're at it.





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

The type of get-together is completely up to you.

SHOUT IT OUT

Let family and friends know where you'll be, and when.

MAKE IT COUNT

Collect donations from attendees.



MO-MENTS WORTH HOSTING

A BBQ with mates

A game of backyard cricket

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



ONLINE

Join a team or challenge

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

Add a 'donate' button

Add a one-off donation button to your Facebook posts. This turns everyday updates into an easy way to ask for donations.

For detailed instructions, go to link.movember.com/mo-fb-donate

Just remember, these donations are tallied separately to your Mo Space and Facebook Fundraiser page.

Official company Facebook page

Do you work for an organisation with a verified Facebook page? If so, the business can run its own Facebook Fundraiser and turn those 'Likes' into donations. Just get the page admin to search 'fundraisers' on Facebook and follow the steps.

WITH MATES

Mo Space downloads

Sign into your Mo Space to get your hands on a range of fundraising boosters. Download, print, and use them in your workplace, or when Hosting a Mo-ment.

AT WORK

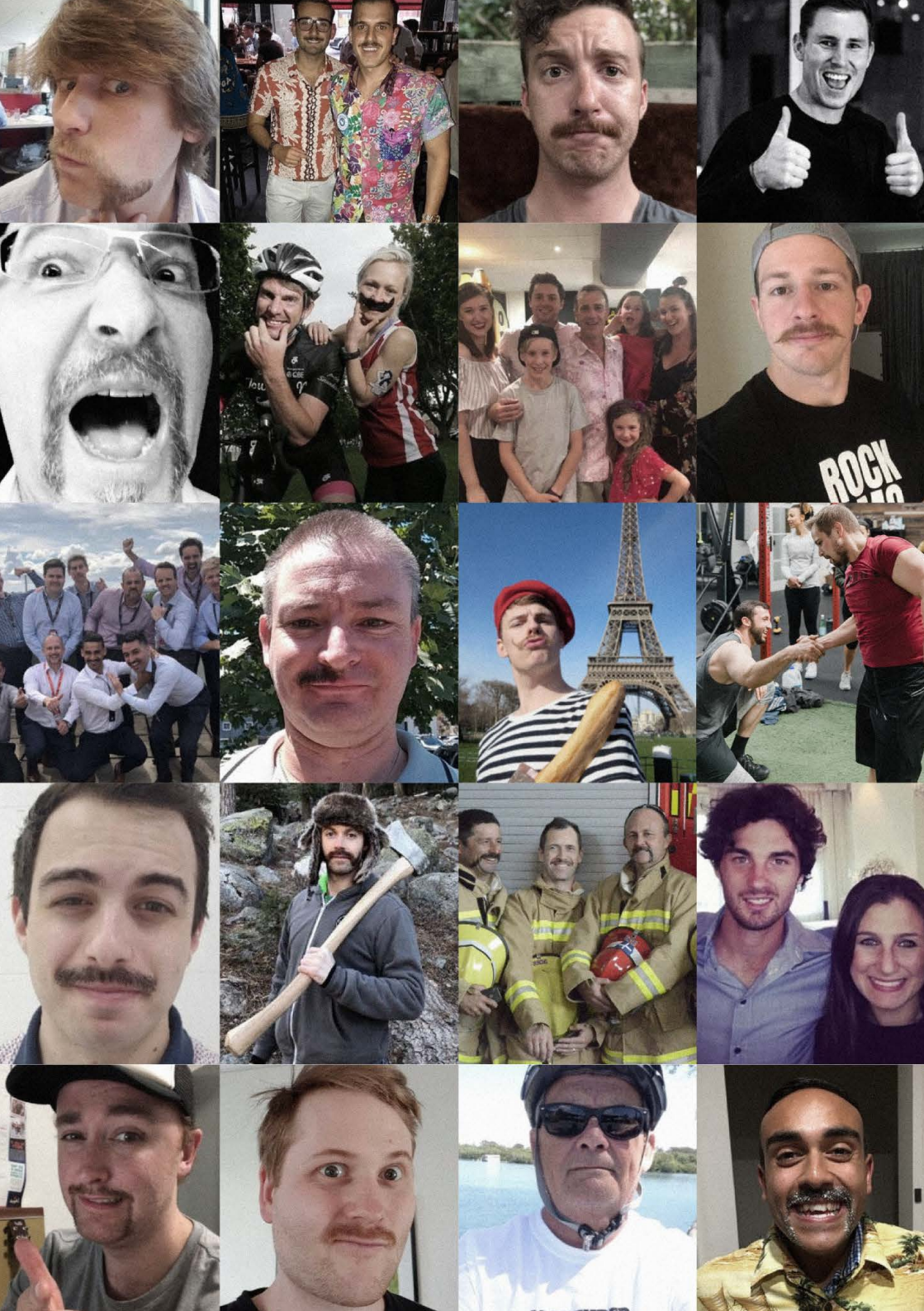
Matched giving

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

To learn more, go to link.movember.com/mo-matched

TOOLS 'N TIPS





MAKE A FINAL CALL OUT

Let family and friends know there's still time to donate by sending one last email – 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

1300 GROWMO
PO Box 60, East Melbourne
VIC 8002, Australia



CONTACT US

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

moverber.com/faq

info@moverber.com

1300 GROWMO

