



YOUR MOVEMBER FUNDRAISING GUIDE





TABLE OF CONTENTS

CONTENTS	2
IMPACT	3
FOUR WAYS TO MO	4
HOW TO MO SPACE	9
THE MOVEMBER APP	10
FUNDRAISING RESOURCES	11
FUNDRAISING IN TEAMS	12
SOCIAL ADVICE / APP SHARING	13
ASKING FOR DONATIONS	15
CASE STUDY	16
KEEPING IT LEGAL	18



Welcome to the world's most unconventional approach to fundraising.

Around the globe, men are dying too young. It doesn't have to be like this.

We're thrilled that you – a champion of the mighty Mo, an inspiring innovator, a fired-up change agent – are supporting Movember.

Movember started in 2003 as a bit of fun between friends in Melbourne, Australia. Today, we're the leading charity changing the face of men's health around the globe.

Mental health and suicide prevention, prostate cancer, and testicular cancer – we're taking them all on.

Over the years, with the help of our global community – seasoned Mo veterans, first-time Mo growers, school kids, university students, corporate executives – we've built a treasure trove of inspiring, fun and creative event and fundraising ideas.

The Movember Fundraising Guide is years of community ingenuity distilled into one easy to read guide. Figure out what works best for you, then run with it.

Always remember, the funds you raise support groundbreaking men's health projects all over the world, changing and saving lives – and that's something to be proud of.

You can read more about the work you're helping to fund [here](#).



IMPACT

@BYTHEHUNDRED

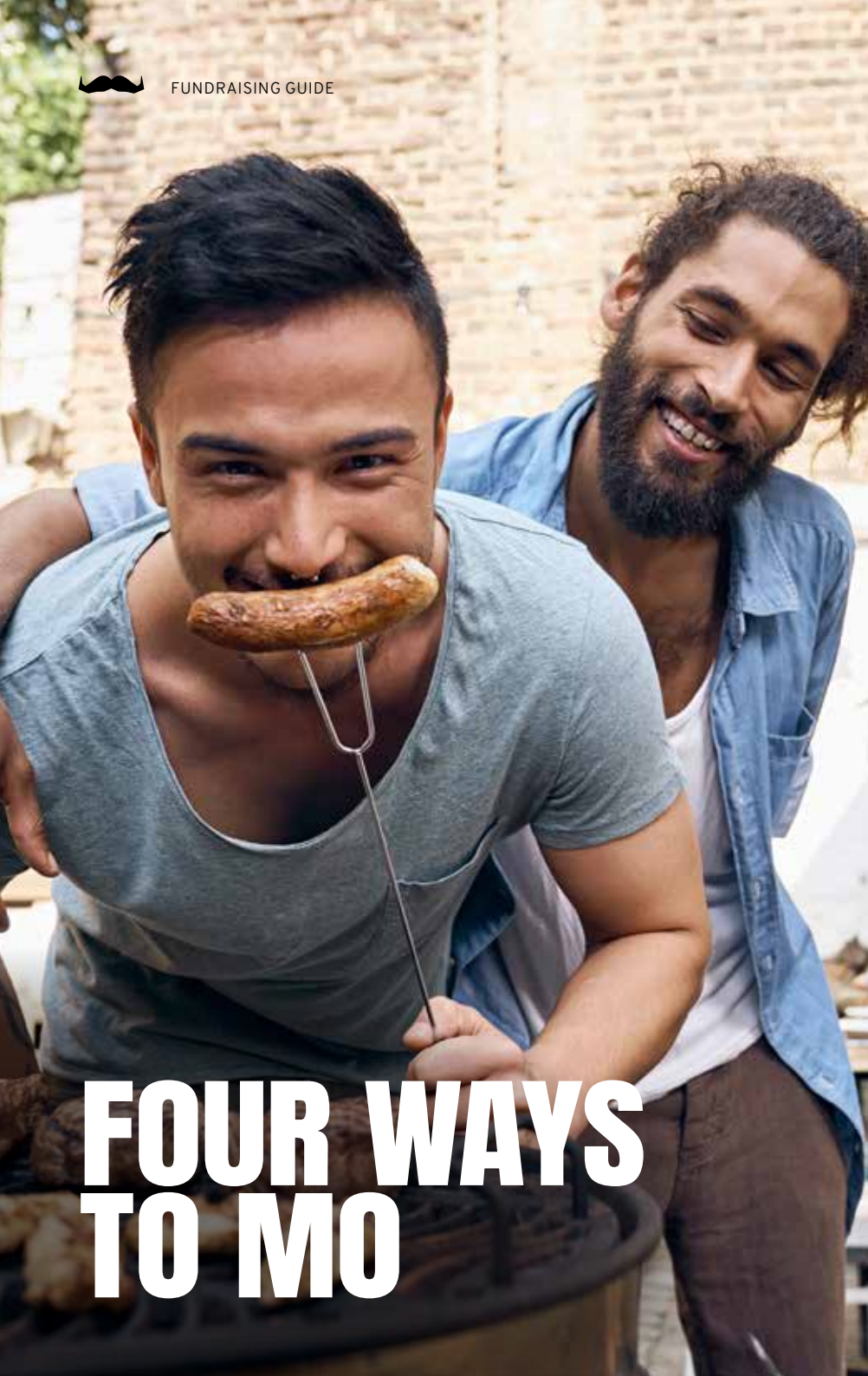


xantrex
Smart choice for power



BRISTOL
SPORT
FOUNDATION





FOUR WAYS TO MO

FOUR WAYS TO MO

Growing a moustache 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 calling. You can even chop, change and combine as you please.

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 moustache, the more conversations it'll inspire. You'll be a walking, talking billboard for men's health.

MOVE

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

HOST

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

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.



HOW TO GROW

The place where it all started – growing a moustache on our top lip to raise funds for men's health.

That means growing a moustache for the month formerly known as November. And it starts by making sure you're clean shaven on the first day of Movember.

HERE ARE 5 WAYS TO GET MORE DONATIONS WHEN YOU GROW FOR MOVEMBER:

01. SHAVE-DOWN

There's no better way to kick start your fundraising than to share the evidence of you shaving down on the 1st Movember. Not only will you be ready to start Movember fresh faced and itching to get going, you can also use this as a chance to get the donations rolling in. Live stream, video or get your mates together and shave down in person.

02. SHOW YOUR MO-GRESS

Use the Movember app to take a daily photo and share your Mo-gress using our built in GIF creator. Create and share videos and use our filters to splash your 'tache all over your social media.

03. DYE IT

Nothing gets more attention than a pink or purple moustache. Want to raise more? Offer to dye it in colours you hate for extra dough.

04. MO SWEEPSTAKE

Auction off the style of your moustache for donations – either to the highest bidder or in a raffle.

05. THE KEEPER

Not everyone's a moustache fan. So, what happens if you announce that you plan to keep yours? Maybe it's an opportunity to get donations to shave it off. Just sayin'.



HOW TO MOVE

Movember isn't just about growing a furry top lip – it's also about changing men's health by getting a sweat on for the month of Movember.

Run or walk 60km over the month. That's 60km for the 60 men we lose to suicide each hour, every hour across the world.

HERE ARE FOUR WAYS TO STAY MOTIVATED AND HIT YOUR TARGET:

01. BAND TOGETHER

Gather your friends or colleagues for a group run. Recruit someone to be the leader of the pack, then ready, set, sweat!

02. FRIENDLY COMPETITION

Throw down a challenge to your friends: who will be first to complete their 60km? The winner receives a donation to their Mo Space.

03. MOVE IN TWOS

Get a friend on board and walk your 60km together. If for whatever reason you can't do it in person, plug in your earphones and give each other a call. It's also a great opportunity to check in with each other.

04. MOVE MULTIPLIER

Ask your network to pledge a donation amount for every km that you move. If you can get five people to pledge €1 per km, that's €300 raised.

For a step-by-step guide on how to link your fitness tracker to your Mo Space, [head to page 14.](#)



HOW TO HOST

Rally your crew and Host a Mo-ment to raise awareness and funds for men's health.

You can Host in person or online – think big and go wild. It's all about having a good time and raising funds for a good cause.

OUR TOP 4 TRIED AND TESTED MO-MENTS YOU COULD HOST:

01. SHAVE DOWN

Get the gang together on November 1st for a Shave Down. Have a barber on hand to bring out those baby faces.

02. THROW A STACHE BASH

Invite your friends, family and supporters to an end-of-November party. Ask for donations as a cover charge, set up some fun activities and thank everyone for helping you change the face of men's health.

03. SPORTS TOURNAMENT

Decide on your sport, time and date and find a suitable venue. Promote it far and wide to get teams signed up – it's a good idea to ask for them to pay to secure their space so they are committed to attending. As well as raising funds through the entry fees you can also have extra fundraising activities on the day, like a raffle or sweepstake.

04. BING-MO

Host a bingo night and ask players to donate for their bingo cards. There's a number of websites out there that generate cards for free, and even randomly select the numbers for you to call.



HOW TO MO YOUR OWN WAY

Mo Your Own Way means you make the rules – choose an activity that pushes you out of your comfort zone.

Set your sights on breaking a world record. Do dares for donations. Kick a bad habit. Take on a physical challenge. Think big and go bigger.

RAISE SOME BROWS

The best challenges tend to prompt the response “you’re doing what?!” Get that right and donations will follow.

WHENEVER, WHEREVER

Indoors, outdoors, in a single day, over several weeks or across the year. This is your challenge. You make the rules.

HAVE FUN, DOIN’ GOOD

Whatever you do, however much you raise, if you’re having a good time, you’re nailing it.

5 WAYS TO MO YOUR OWN WAY:

01. TAKE A HIKE

From a one-day trek to a multi-day challenge, scale mountains and watch your donations soar.

02. MILES FOR MEN’S HEALTH

Rally a group and set your sights on the horizon – each person runs a leg to hit a combined target, like the distance from one capital city to the next. Pull together to inspire donations.

03. DARES FOR DONATIONS

They set the dare and name their donation amount. You go all out for men’s health (as long as it’s safe and legal of course).

04. MO WITHOUT

Get sponsored to give up caffeine, sugar or alcohol for the month. Fine yourself when you fumble. You’ll raise funds and improve your health. Win, win.

05. USE YOUR TALENTS

Are you a marvellous musician, a fantastic photographer or a star baker? Provide your skills for donations from friends, family and colleagues.

For a step by step guide on how to link your fitness tracker to your Mo Space, [head to page 14](#).



HOW TO MO SPACE

Whether you're using the app (which we would highly recommend, it's great!) or movember.com, your Mo Space will be a hive of activity throughout the month.

It's the place where you get donations, tell your story, share your fundraising and much more.

HERE'S A FEW USEFUL TIPS ON HOW TO MO SPACE:

- **Get that face out there** – Let everyone see that beautiful face. Click on the camera icon in the top right corner of the profile picture space to upload a new image.
- **Set a fundraising target** – Mo's who set a target raise more than those that don't!
- **Share why you're doing it** – if you have a personal story or reason that you're able to share, tell it. We're all here to inspire conversations and change the face of men's health.
- **Start a team:**
Sign Up for Movember and create a Movember Team. Rally your friends/co-workers/family to sign up, too.
- **Lost a donation?** – It's technology, sometimes it lets us down. If you think you should have an extra donation on your Mo Space, [email us](#) the details and we'll hunt it down.



THE MOVEMBER APP

Come the hairy season, the Movember app is your secret weapon.

It's your shortcut to quicker, easier, fun-packed fundraising – not to mention a brilliant way to effortlessly update and communicate with your network.

HERE ARE THREE FANCY FEATURES THAT'LL MAKE YOU AN IRRESISTIBLE DONATION MAGNET:

Mo Selfie: the camera is loaded with custom stickers and filters to spice up your Mo Selfies.

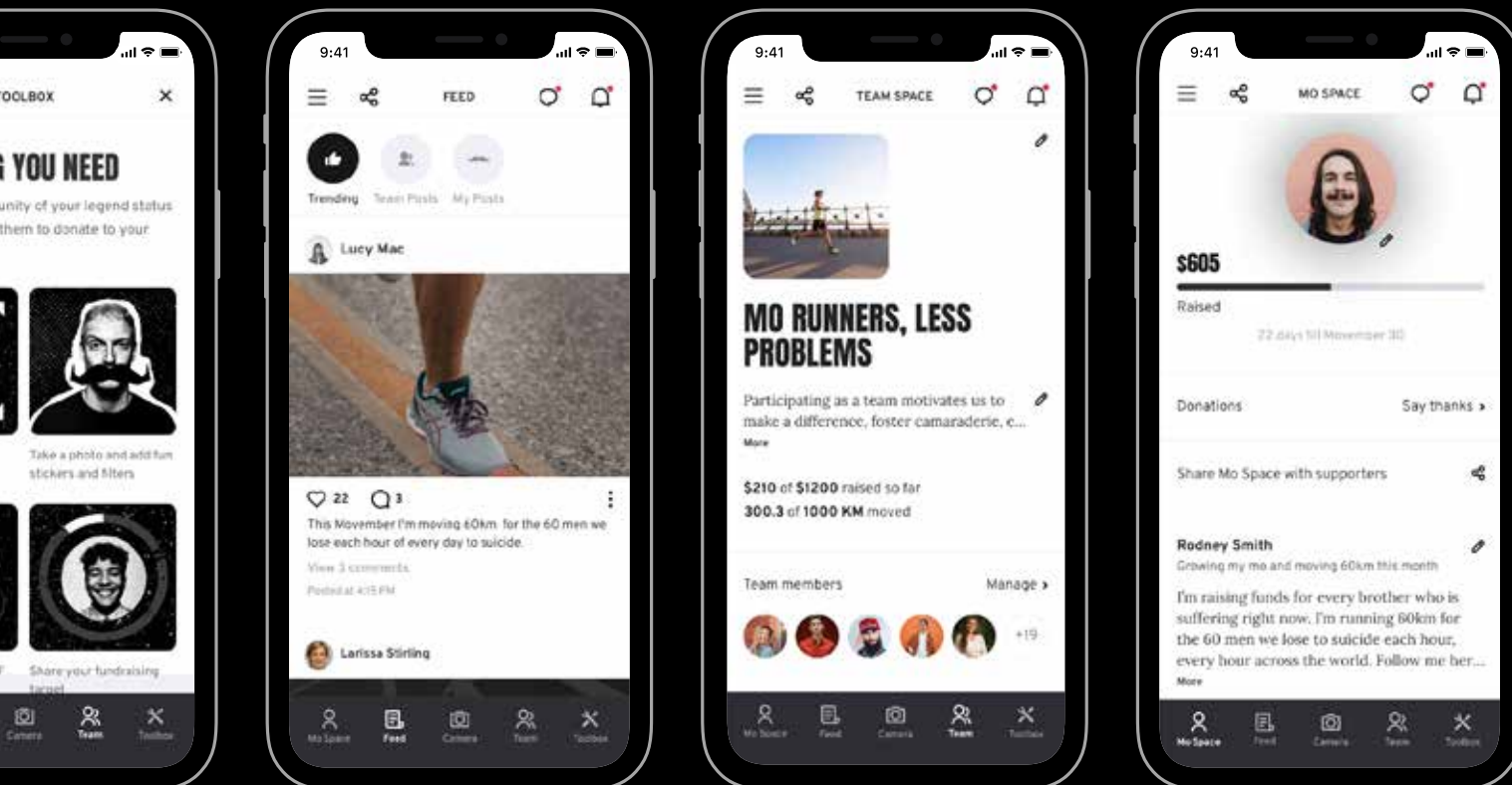
Mo Space: speedy access to your Mo Space means easier everything. Asking for and receiving donations, thanking donors, and sharing your page.

Mo Tracker: the Mo Tracker measures daily Mo growth and then pulls it all together in an end-of-month timelapse.

If we haven't sold it yet, you can also:

- Get notified whenever donations roll in.
- Team group chat - chat to your whole Mo squad in the app
- Use your personalised QR code to share your Mo Space on the spot (also called instant donations).
- Track your progress as you huff and puff through your Move or Mo Your Own Way challenge.
- Check in on your team and any fundraising challenges that you're part of.
- Get the latest Movember news and stories from our awesome community.

Need we say more? Download on the [App Store](#) or get it on [Google Play](#) now.





FUNDRAISING RESOURCES

We're here to make sure you have the best Movember ever.

HERE'S SOME OF THE WAYS WE CAN HELP YOU HAVE AN EPIC MONTH:

- Download the [App](#)
- Use our editable [Canva social tiles](#) to promote what you're up to
- Check out our [Email and message templates](#) to share with your team to spread the word
- [Download posters and leaflets](#) and stick up everywhere
- Use our [Social Media Assets](#) - for spreading the word of Mo
- Read our [Advice on gift matching](#) to double those donations!

Get in touch with your dedicated fundraising manager at Mo HQ via email or phone if you have any questions – we're here for you.



FUNDRAISING IN TEAMS

Did you know that you can fundraise as a team?

You'll have fun, build connections and strengthen camaraderie with friends, peers and colleagues.

Your teammates keep you fired up. You dial the competitive up to 11. A team makes a bigger impact. And that means more much-needed funds and awareness for men's health.

To join a team, head to the team section of your Mo Space. Here you can choose to join an existing team or rustle up some Mo's to start your own team.

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, every team needs one. A legendary Movember supporter. Chief motivator. Champion recruiter. One who leads by example.

- 01** 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.
- 02** Set a fundraising target with your team and make a plan to blow past expectations.
- 03** Set the team's motivation. Like a personal Mo Space, make it meaningful.
- 04** Give your Mo Space a personal touch with pictures, videos, plenty of updates and team members' personal stories.
- 05** Activate the team feed with some accolades. Shout out to the person with the best 5 o'clock shadow or who's moved the most on day one.
- 06** Build your team, the mo the merrier. Share your team's Mospace QR code and encourage your friends, colleagues and community to join in the fun.



SOCIAL TIPS & APP SHARING

As a part of the Mo Community, your job is to shout about it, tell your story, share your page, tell everyone what you're doing.

Your friends, your parents, people down the shops, at the barbers, at work, in the gym, at footy, ANYWHERE you can tell people about Movember. It's what we Mo's do. And if you're not doing it in person, there are lots of other ways to share...

Social media: Facebook/Instagram/Twitter/TikTok/BeReal/whatever the new thing is.

- Tell people what you're doing and why. You could livestream your shave down, if you're running every day, upload a photo each time with an update on how your legs are feeling.
- If you have a personal reason for supporting Movember, and feel comfortable sharing, tell people. You could help someone going through something similar, inspire another Mo to join the community, or get a few more donations.
- Repetition is key – not everyone is on social media every day, and sometimes people mean to donate but forget. Don't let them miss what you're doing or forget. You've got 30 wonderful days to share that Mo joy.
- Photos/videos - let everyone see that beautiful face - moustache or not. Or where you're running today. Or the behind the scenes of you setting up your big Mo bash.

You can share your Mo Space directly from movember.com or from the [app](#).

Here are three fancy features that'll make you an irresistible donation magnet:

- **Mo Selfie:** the camera is loaded with custom stickers and filters to spice up your Mo
- **Mo Space:** speedy access to your Mo Space means easier everything. Asking for and receiving donations, thanking donors, and sharing your page.
- **Mo Tracker:** the Mo Tracker measures daily moustache growth and then pulls it all together in an end-of-month timelapse.

Local press – if you're doing something really out there to Mo Your Own Way, or taking on a huge physical challenge, or sporting a rainbow moustache for the whole month, we're pretty sure your local media outlet would love to hear about it. Think about how many people you could reach with your Mo message! Check out your local paper or radio website for details on sharing your story. Your dedicated fundraising manager can give you [advice on this](#).

Email – We've got **[pre-written messages](#)** you can use to hit up your address book for donations. Get in touch with your network the not-quite-old-fashioned way.

WhatsApp/Text - Use our templates to get the word out on the whatsapp groups, whether it's your mates, your neighbours or a work group – all good groups of people who'll be interested to hear why you're fundraising for Movember this year.



CONNECTING YOUR FITNESS APP TO MO SPACE

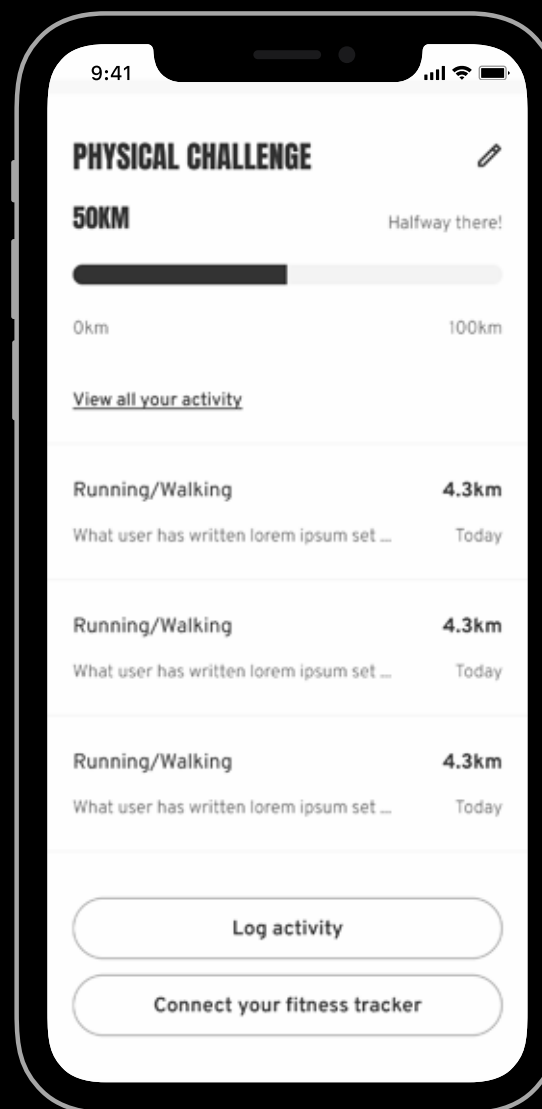
Whether you're taking on Movember's Move challenge or Mo Your Own Way, linking your fitness app lets you track your progress and share updates that inspire donations. All while motivating you to smash your target.

THREE SIMPLE STEPS

- 01** Fire up the Movember app or log into your Mo Space on movember.com.
- 02** Set your Move challenge by selecting 'Run', 'Walk', 'Cycling', 'Swimming', or 'Rowing'.
- 03** Follow the prompts to connect your **fitness app**.

The Movember app supports Garmin Connect, Fitbit and Strava.

movember.com supports Garmin Connect, Fitbit and Strava.



KEEP IN MIND

Movember only records sessions you start and stop tracking using the activities you've selected. We won't track any additional distance covered outside of these prompts.

It can take a while for your tracked activity to appear on your Mo Space. Don't worry if you can't see it immediately – it's coming.

Your Mo Space will only display your completed sessions after you've connected your fitness app.

Your activity will only sync if the activity type used on your device/app matches one of those you picked as your Move/MYOW challenge. For example; if you select run on mo.com, but log a cycle that won't push over.

PRIVACY AND TROUBLESHOOTING

Your privacy matters

To read about the information that your fitness app shares with Movember, visit movember.com/privacy.

Having trouble?

If you can't sync your fitness app to your Mo Space, [get in touch](#) with your local Mo Team.



ASKING FOR DONATIONS

To help you live your best Mo, here are some donation ideas from our fundraising experts in the Mo community.

- **Family and friends first** - They'll be the most supportive. Especially if you have embarrassing photos of them.
- **Back yourself** - Make the first donation and challenge others to match it.
- **Tried and true** - Ask those who've supported you in the past. You'll find their email details in your Mo Space. Go to your 'My account' section, then click on 'Fundraising history'. Share why you're doing it. If you have a reason or personal story you want to share, tell it. We're all here to inspire conversations and change the face of men's health.

TIPS ON ASKING FOR DONATIONS

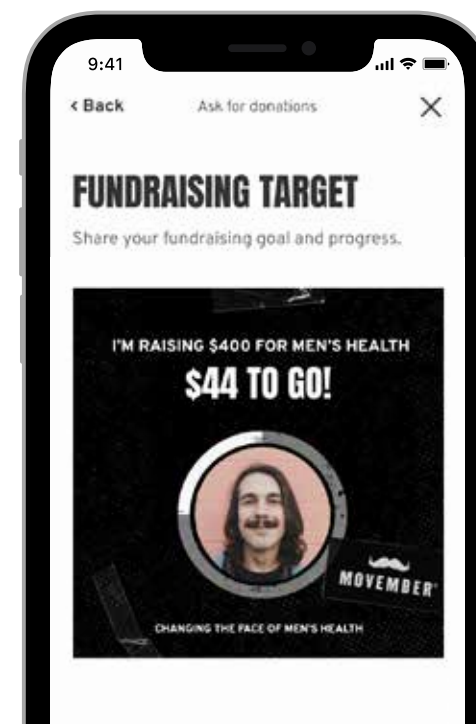
Since we're veterans at asking for donations, we've added a slew of template messages to your Mo Space that you can use. Don't just take our words, though; add a personal touch as you send messages via email, social media, or even offline with individual thank you cards – something they'll really remember.

HERE ARE SOME OTHER THINGS YOU CAN SAY TO HELP ASK FOR DONATIONS:

- **For men's health** - Let them know why men's health needs them.
 - "Globally, we lose a man to suicide every minute."
 - "Prostate cancer is the most common cancer in men."
 - "Testicular cancer is the #1 cancer in young men."
 - "Our fathers, partners, brothers and friends are dying before their time."
- **Progress updates** - Photos, updates and Mo musings – keep your donors (and potential donors) in the loop.
- **Update your target** - If you smash your target with time to spare, why not up the ante? Inspire more donations by increasing your target.
- **Ask again** - Once more for the people in the back! Remind everyone that you're doing Movember and why it's important to you. Include your Mo Space web link (the URL) and/or QR code to make donating as easy as possible. Sometimes people just need a reminder, so don't be afraid to repeat yourself.

- **Pre-written emails and social posts** - We know – not everyone's a wordsmith. Most of us would rather be out and about sweating for Movember instead of sweating in front of a blank Word doc. Our scribes have written some email templates for you to send out and really get donations flowing. [Download the templates](#) from our [fundraising resources](#) page.

And rest safe in the knowledge, every single donation you get, whether it's 1 or 1000, will help to change the face of men's health. And that my friend, is something very special.





CASE STUDY: DONCASTER FIRE CREWS

Doncaster fire crews in the UK have raised £4,500 (€5,335) after a 10k charity hike – carrying a ten metre ladder. We got the chance to catch up with Craig Sawyer, the legendary Mo bro behind this epic Movember initiative.

"We had an amazing response to our Movember fundraising campaign in Askern. Initially starting off with five or six of us in the team, this quickly grew to 14 people with guys from other stations joining the team when they heard of our success.

The overall response was resoundingly positive with lots of talk on facebook and other socials regarding the work we were doing and what a great cause it was.

While we were out doing the ladder-carry event, we had hundreds of people stop and ask what we were doing and why, with a lot of them thinking that Movember was just about growing a moustache, not realising the message and work that goes into both men's mental and physical health.

As we work as a close-knit team anyway, it was quite easy to gain some initial interest in starting the team. Mainly face to face with a bit of banter involved. Baiting some of the more baby-faced guys into entering to prove they can grow a moustache and making it a contest for the best moustache. As the success grew and we started to raise significant cash, we found more and more guys wanted to join the team as perhaps their own station / team wasn't as committed or getting the same results.

As the campaign progressed, and we could see how well we were doing, there was a huge competitive urge to be the best emergency services fundraisers!

Personally, I signed up and set up the team as captain as I have a number of close friends who have struggled with their mental health and quite possibly wouldn't be here today if it wasn't for the work of organisations such as Movember. As a fire service, men's health and especially mental health, is always at the forefront of our minds."

— Craig Sawyer



KEEPING IT LEGAL



STACKED LOGO



ICONIC MO



WORDMARK



HORIZONTAL LOGO

Here you'll find some helpful tips and legal guidance on how to use our branding to best support us.

Movember's branding consists of several globally registered trademarks including the word Movember and our brand expression 'changing the face of men's health'.

Our iconic mo and Movember logos are protected, as is the imagery and artwork used on the Movember website.

DO'S

Do use the downloadable artwork on our website to promote your participation in Movember (see movember.com/support-us/fundraising-resources).

E.g. Use the campaign logos in a Facebook post or tweet about growing your moustache (but don't alter or manipulate the downloaded images).

Do give your event a distinctive name and state that it is in support of Movember.

E.g. 'Community Ball supporting Movember'.

Do give your website, app or product a unique name.

Do mention and link to Movember and promote your involvement with our cause.

Do sign up at movember.com or via the Movember app and start a team for your company and your staff.

Do consider asking your company to match the donations raised by your staff ([see the website](https://movember.com) for more information).

DON'TS

Don't sell items that display our branding (including the word MOVEMBER or our iconic mo). This includes clothing, accessories, products or any merchandise created for sale, unless you have a written agreement with Movember.

Don't call your event an "Official" Movember event. This can confuse the community about who is organising and responsible for the event.

E.g. Don't call your event the "Official Movember Gala".

Don't use the word MOVEMBER, or anything confusingly similar in the name of your website or a social media account, business name, app or product.

E.g. Don't call your app "Movember Moustache" or name your business "Movember Org."

Don't offer goods or services for sale on the basis that a % or number of euros per sale will be donated to Movember, unless you have a written agreement with Movember.



OTHER FUNDRAISING ACTIVITIES

If you want to hold a specific fundraising event or activity then we can support you by:

- Providing downloadable assets. Check out the available gear on our website.
- Listing the details of the event on the Movember website. Check out the local Movember [events](#) in your community.
- Connecting you with a Movember community engagement leader to help you get your event off the ground – contact europa@movember.com.

You are responsible for organising your event. Some of the things you might need to take care of are:

- All financial aspects of your fundraising event, including ensuring that funds donated to Movember at the event are remitted to Movember following the event.
- Local council permits
- Any required activity permits for competitions
- Food handling permits
- Security services
- Health and safety/fire plans

In addition, you will be responsible for the insurance and alcohol licensing requirements for your event.

INSURANCE

Sometimes if you are organising an event at a venue or public space (e.g. for a Move event), the venue owner or local council will ask you to provide proof of insurance.

Members of the Movember community sometimes ask us if they can use our public liability insurance for these purposes. Unfortunately, Movember's insurance policies only cover events organised by Movember and we cannot extend our coverage for third party events.

ALCOHOL LICENSING

Sometimes if you are organising an event, the venue owner or event supplier will ask to use Movember's charitable registration number to receive a alcohol permit or licence.

Unfortunately, for liability and tax reasons, Movember cannot allow the use of its charitable registration number for non-official Movember events.

For more information on the rules surrounding third party events organised to support Movember, please contact europa@movember.com.

OTHER

Please don't engage in the following types of fundraising on behalf of Movember:

- Telemarketing
- Door to door fundraising
- Collecting money in public places, such as at high streets



FUNDRAISING GUIDE

Got a question?
Drop us a line.

Telephone

+44 207 952 2060

Email

europe@movember.com

Partnership Contact

partnerships.europe@movember.com

Post

Movember Europe
PO Box 68600
London
EC1P 1EF
United Kingdom



MOVEMBER®

CHANGING THE FACE OF MEN'S HEALTH

