



YOUR CAPTAINS GUIDE TO RECRUITING FOR MOVEMBER

GROW YOUR TEAM

As Team Captain, one of the biggest things you can do is bring people together.

You don't need a huge team or the perfect pitch.

Start with a few people you'd genuinely love to have alongside you. Make your invite personal, make it easy to join, and get those first yeses on the board.

Once a few people are in, momentum kicks in. Teammates bring teammates, the energy builds, and suddenly you've got a Movember team.

This guide will help you know:

- **Who to ask** - start with the people most likely to say yes
- **When to ask** - simple moments to build momentum
- **How to make the ask** - practical tips that work
- **What to say** - ready-to-use messages for different channels
- **How to follow up** - because sometimes people just need a nudge

Your job isn't to do everything. It's to get things moving. Start small. Make the ask. Build your team. **You've got this!**

GROW YOUR TEAM





STEP 1: START WITH YOUR FIRST 3-5

Every great team starts somewhere.

Don't worry about building the whole crew at once. Start with 3-5 people who are most likely to say yes.

Think friends, family, colleagues, teammates – anyone who'd be up for it and bring some energy.

Your first few teammates matter. They make the team feel real, create momentum, and can help bring others in too.

Get a few yeses on the board. Then build from there.

WHO TO THINK ABOUT:

- **The easy yeses** - The people you already know would be up for it. Start here.
- **People who've shown interest before** - Anyone who liked your posts, donated, asked about Movember, or said, "I should do that sometime." They may just be waiting for an invite.
- **The connectors** - The friend, colleague or club captain who seems to know everyone. One connector can bring a whole group with them.
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- **The competitive ones** - Runners, cyclists, gym-goers, anyone who can't resist a challenge. Our Move challenge will probably appeal to them.
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- **People who care about the cause** - Someone with a personal connection to men's health may really value being invited. Keep it thoughtful and personal.
- **Anyone who can't/won't grow a moustache** - They can still Move, Host or Mo Your Own Way instead, and they count just the same. Do ask them.

GROW YOUR TEAM

Start with a few names. Add more as your team grows.

Who could join?	Where I'll ask	Asked	Followed up	Joined
Ex. Justin Beiber 😊	WhatsApp Group	✓	✓	✓

Tip: Start with your easiest yeses. Momentum makes the next asks easier.

You don't need the perfect plan. You just need to start.

Recruit a few people, build some energy, then keep going. Every new teammate makes the next ask easier.

FIRST: GET YOUR TEAM PAGE READY

Give people something worth joining. Add your team name, photo, story and goal, then grab your team link.

To find your link:

1. Log in at movember.com
2. Go to your Team page
3. Select Share page
4. Copy your link and start recruiting

Can't find it? Email [SUPPORT EMAIL] and we'll sort you out.

START WITH YOUR 3-5

Message the people most likely to say yes. Keep it personal, keep it simple, and ask them directly. A few early early yeses build real momentum.

A FEW DAYS LATER

No reply? No stress. People are busy. Give them a friendly nudge, then widen the circle - friends, colleagues, teammates, group chats, clubs, whoever feels right.

AS PEOPLE JOIN

Celebrate them. Welcome them in. Then ask: **"Who else should we get on this team?"** You don't have to build the whole team yourself - get them recruiting too.

BEFORE MOVEMBER STARTS

Time for one more push. Follow up with your maybes and share the team more widely. Sometimes people just need to see that the momentum before they jump in.

KEEP GOING

Movember started? Great - keep recruiting. People can still join after November 1, and seeing the team in action might be exactly what gets them on board. Keep asking. Keep building. The more, the merrier.

STEP 2: BUILD MOMENTUM





Asking someone to join your team doesn't need to feel like a pitch.

You're inviting someone you know to be part of something with you. Keep it personal, keep it simple, and make it easy to say yes.

MAKE IT PERSONAL

A direct message will usually land better than a big group post. Use their name. Tell them why you thought of them. Make it clear you actually want **them** on the team.

SHARE YOUR WHY

You don't need a big speech. Maybe it's personal. Maybe you care about men's health. Maybe you just want to bring people together around something that matters.

Tell them why you're in.

ASK DIRECTLY

Don't make them guess. Try: "I'd love to have you on the team. Are you in?"

Then send the link. Simple.

INVITE THEM INTO SOMETHING

People are more likely to join when there's something to be part of. A team challenge. A run. A competition. An event. A terrible moustache. A shared goal. Give them a reason to think: **"That actually sounds fun."**

GIVE THEM A ROLE

Sometimes people are more likely to say yes when they can see how they'll fit in.

Think about what they're good at - organizing, rallying colleagues, running socials, planning an event, taking photos or leading a challenge - and invite them into it.

"You'd be amazing at helping us organize this."

"I need someone competitive to lead our Move challenge."

"You know everyone — help me build this team."

REMEMBER

Don't overthink it.

Just send the message.

Worst case? They say no.

Best case? You've got your next teammate.



STEP 4: THE WORDS

Five templates, each with one job to do.

Two things worth saying before you use them:

- They're a starting point, not a script. The more they sound like you, the better they'll work. Please rewrite anything that doesn't feel like your voice.
- You don't need to use all five. Most of your friends follow you in two or three places. Pick the channel where the ask will feel most natural and do that one well.

INSTAGRAM AND FACEBOOK - FRIENDS AND FAMILY

What it's for: getting people to your link in bio, and getting them asking you about it.

It's almost Movember, which means this face is about to get considerably worse. 😬

[One sentence on why you do it]

I'm putting together a team this year and would love a few more people along for the ride.

Grow a Mo, take on Move, or just help spread the word.

You in to join? [LINK]

A real photo of last year's Mo, however questionable, will help! There are also social tiles at the back of this pack if you'd like them.

WHATSAPP/SMS - FRIENDS AND GROUP CHATS

What it's for: getting someone to tap the link.

Hey [Name] – I'm doing Movember this year and putting together a team.

I thought of you straight away and would love to have you on it.

We're [add your team challenge / goal / why you're doing it].

You don't have to grow a moustache either – there are loads of ways to get involved.

You in? [TEAM LINK]

Short works best here. A few personal lines and a clear ask will usually work better than a big pitch.



STEP 4: THE WORDS

SLACK OR TEAMS - COLLEAGUES

What it's for: getting people onto your workplace team.

🤖 *November's coming up and our team is open.*

This year we're [add your team goal / challenge / why you're taking part], and I'd love to get a few more people involved.

You don't need to grow a moustache to take part - you can take on a physical challenge like running 60km over the month, or just lend a hand with an event.

Want in? You can join the team here: [\[LINK\]](#)

And if you've got questions, message me anytime.

Post it once, then follow up with a few people individually. A personal "You'd be great on this team" can be the difference between someone scrolling past and actually joining.

LINKEDIN - YOUR PROFESSIONAL NETWORK

What it's for: inviting colleagues, clients and contacts who this might resonate with.

This November, I'm bringing a team together for men's health.

[One or two sentences on why you're taking part.]

We're building a crew of people who want to do something meaningful together – whether that means growing a moustache, taking on a fitness challenge, hosting an event or getting involved another way.

If this resonates with you, I'd love to have you on the team.

Join us here: [\[LINK\]](#)

And if you're curious but not sure it's for you, send me a message.

A personal reason, story or moment will usually land better than a list of facts. Tell people why you're doing it, then give them a simple way to join.



STEP 4: THE WORDS

EMAIL - ONE PERSON IN PARTICULAR

What it's for: a personal invitation to someone you think would love this.

Subject: Join my Movember team?

Hi [Name],

I wanted to ask you directly because I'd genuinely love to have you on our Movember team this year.

[One or two sentences about why you're taking part, why Movember matters to you, or why you thought of them.]

We're raising funds and awareness for men's health, including mental health and suicide prevention, prostate cancer and testicular cancer.

There are a few ways in: growing a moustache, taking on a fitness challenge, or hosting an event of your own.

Would you be up for joining us?

*It only takes a couple of minutes to sign up:
[TEAM LINK]*

Thanks for reading - would be great to have you with us.

[Your name]

Post it once, then follow up with a few people individually. The strongest email usually isn't the longest one.

Tell them why you thought of them, share a little of your why, then make the ask.

STATISTICS YOU CAN USE - ONE IS PLENTY

1. Globally we lose a man a minute to suicide.
2. Prostate cancer is the 2nd most common cancer in men globally
3. Testicular cancer is the #1 cancer in young guys age 15-39

One statistic, placed just after something personal, tends to land far better than three in a row.



STEP 5: FOLLOWING UP

No reply doesn't mean no. People are busy. Messages get buried. Sometimes they meant to sign up and simply forgot. A friendly follow-up is completely normal – and often where the yes comes from.

Three or four days later, if you haven't heard back

No pressure at all, but did you see this? Happy to answer anything - including "what if my moustache is terrible", because mine certainly was. [LINK]

A week before it starts

Just a last nudge - we kick off on Sunday and it'd be awesome to have you join us. [LINK]

If they've said maybe

Still thinking about Movember?
No pressure - just wanted to give you one last nudge. We'd love to have you with us. [TEAM LINK]

IF THEY'RE NOT SURE

If they say...

"I can't grow a moustache."

You say: "That's honestly fine - loads of the team don't. You could take on the Move fitness challenge instead or host an event"

"I hate asking people for money."

You say: "So do most of us, honestly. There's no target you have to hit and no minimum. Plenty of people raise a modest amount in their first year and still get everyone around them talking, which matters just as much."

"I'm too busy."

You say: "Signing up takes a couple of minutes, and after that the only real commitment is not shaving."

"I did it years ago."

You say: "Then you already know the ropes, which makes you brilliant to have back. Come and join us - and bring someone with you if you can."

"Not this year, sorry."

You say: Take it graciously - a warm no this year is often a yes the next. "No problem at all, maybe next time!"



“I got involved with a handful of mates after we lost a couple of close friends to suicide. Those of us who could grow a mo did; those who couldn’t laced up their shoes. Within two years our team of eight was over 35. Be kind, be passionate, be thankful – and remember every donation counts. £10 or \$10 is just as brilliant as ten times that.”

MO BRO LACHIE

“We assigned specific roles to our team based on their talents. One of our team members is great at editing videos and using Photoshop, so we put him in charge of our Instagram page. Another studies journalism and politics, so she was invaluable when it came to proofreading posts. Take a look at your teammates’ talents and consider how you can use them.”

MO BRO CIAN

“Recruiting is about making it personal. Sharing my own story and why I take part is the hook that consistently gets people in – whether they join, donate, or back me some other way.”

MO BRO TOM

FROM CAPTAINS
WHO'VE DONE IT



YOUR RESOURCES

Use whichever of these
help:

RECRUITMENT SOCIAL TILES

DOWNLOAD

[DOWNLOAD](#)

RECRUITMENT POSTERS

CANVA TEMPLATE

[DOWNLOAD](#)

FUNDRAISING TIPS & GUIDES

WEBSITE

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