

Make a **GROWMITTMENT**

YOUR 2026 CAMPAIGN GUIDE

Ready to get involved? Use this guide to make a Growmitment, challenge someone, raise funds and help change men's health. What you start now can help make this year's Movember bigger and better than ever. We couldn't do it without you.



MOVEMBER®



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WHAT'S IN THIS GUIDE + HOW TO USE IT

**YOU BRING YOUR CREW.
WE'LL HELP YOU
MAKE IT COUNT.**

The best Movember campaigns aren't built in November – they start now, grown by people like you, who bring others with them and bring the fire.

Use this guide to get your friends, teams, your network, your workplace and anyone who needs a reason – to have fun doin' good and raising funds for Men's Health.



WHO THIS IS FOR

Partners, teams, workplaces, fundraisers, clubs and community groups, friends, fathers, sons, cousins, lovers – you get the gist – if you're supporting Movember, this is for you.

HOW TO USE IT

Pick up what you need. Leave the rest. Copy, paste, tweak and make it work for you.

NOTE

This guide uses British English and measurements as standard. Please adapt spelling and measures as needed for your country/region.

- Moustache (UK Spelling) vs Mustache (US Spelling)
- Kilometres (UK) vs Miles (US)



THANKS FOR BACKING MOVEMBER

Whether you're a partner, team captain, workplace, fundraiser or supporter, you're a big part of what makes Movember's work, work hard for Men's Health.

Your people, networks and support help raise funds, start conversations and change men's health. This guide is here to help you make a Growmitment and bring more people with you to have fun and create more impact for good.



\$1B⁺
FUNDS
RAISED

1320⁺
PROGRAMS
FUNDED

20⁺
COUNTRIES
ON BOARD

23
YEARS
ACTIVE

*US Dollars

1 MENTAL HEALTH & SUICIDE PREVENTION

Help men stay mentally healthy, build connections, act early and get support when they need it.

2 PROSTATE CANCER

Fund research, support and information so men can navigate diagnosis, treatment and life beyond cancer.

3 TESTICULAR CANCER

Help men know what's normal, act early and get the care and support they need.

WHAT YOU GET

- Ideas you can use
- Social and email templates
- Fundraising tools
- Grow / Move / Host / Mo Your Own Way guides
- Ways to rally your people
- Resources to help you share brilliant Growmitments

YOU BRING YOUR PEOPLE. WE'LL HELP MAKE IT COUNT.



Guides Available
for Download

MAKE A GROWMITMENT

A Growmitment is a simple promise to take on Movember your way. At Movember, we've been making Growmitments for the last 23 years. This year we're giving that commitment to grow with and for the men in your life and community a name. We're asking you to make a Growmitment. Challenge someone, pick what you'll do, raise funds and invite others to get involved.

- 1 Choose who you're challenging**
A friend, co-worker, family member, team, club, local business or group.
- 2 Pick your Growmitment**
Grow a Mo, Move 60km, Host a Mo-ment, Mo Your Own Way - or back someone else's Growmitment with a donation.
- 3 Set up your Mo Space**
Add a photo, set a target and grab your link or QR code.
- 4 Get the word out**
Post your challenge, tag the global @Movember account (or your local Movember country page), use #GrowMitment and #Movember, then point people to your link.
- 5 Keep it moving**
Share progress, ask for donations, thank supporters and challenge the next person to join.

WAYS TO MAKE A GROWMITMENT:

GROW

Patchy, lopsided, itchy or epic – your face can raise funds and start conversations for men's health.

MOVE

Run or walk 60km over the month – for the 60 men lost to suicide each hour, every hour across the world.

HOST

Get your favourite people together for a good time and a good cause.

DONATE

Not taking part? Back a Growmitment or donate to the team.

MO YOUR OWN WAY

Create your own challenge. Make it true to you – a fitness goal, a dare, a personal best or your own wild idea.



HOW TO TALK ABOUT THE GROWMITMENT CAMPAIGN

Use these as starting points.

Keep the ask simple, make it feel human, and add local stats only where they're right for your market. Explore these [fundraising resources](#) or get in touch with your primary Movember contact for more info.



3 SECONDS

A Growmitment is your commitment to take on Movember – challenge someone to grow a Mo, move 60km, host something or do it your own way, and help change men's health – together.

15 SECONDS

A Growmitment is your commitment to take on Movember together. Challenge a friend or co-worker to grow a Mo, move 60km, host something or do it your own way. Together, you'll raise funds, start conversations and help change men's health.

30 SECONDS

Every great challenge starts with a friend. Ours started with two of them in a Melbourne pub back in 2003, challenging their friends to grow a moustache for men's health. Thirty friends said yes.

Twenty-three years on, that challenge has a name: a Growmitment – your commitment to take on Movember together. Challenge someone to grow a Mo, move 60km, host something or create your own challenge. Whatever you choose, you'll be raising funds, starting conversations and helping change men's health.

60 SECONDS

Every great challenge starts with a friend. Ours started with two of them in a Melbourne pub back in 2003. They challenged their friends to grow a moustache for men's health. Thirty friends said yes.

Twenty-three years on, that challenge has a name: a Growmitment – your commitment to take on Movember together.

Challenge a friend, co-worker or your whole crew to grow a Mo, move 60km, host something or create your own challenge. Or challenge yourself and take it on solo.

Whatever your Growmitment, you'll be raising funds and starting conversations that help drive change across mental health and suicide prevention, prostate and testicular cancer – funding research, programs and community initiatives that help change men's health.

MAKE A GROWMITMENT. CHALLENGE SOMEONE. **CHANGE MEN'S HEALTH.**



WAYS TO GET PEOPLE IN

These are ideas, not rules. Pick what works for your friends, workplace, club or community – and leave the rest.

AT WORK

Slack, Teams, intranet, all-staff emails, office screens

- Recruit teams
- Start a friendly rivalry
- Share a leaderboard
- Celebrate milestones

ON SOCIAL

Instagram, TikTok, LinkedIn, Facebook or wherever your people are.

- Challenge someone
- Share Mo-gress
- Repost great Growmitments
- Ask for donations

BY EMAIL

Newsletters, staff emails or supporter updates. Give people three things:

1. What you're doing (the Growmitment challenge)
2. Why it matters
3. How to join or donate

LEADERS AS CHAMPIONS

Founders, CEOs, creators, athletes, ambassadors or local champions.

Ask them to challenge someone, share their why or show the journey.

WITH TEAMS

Departments, stores, floors, clubs, client teams or weekend crews.

Office v office. Floor v floor. Team v team. You get it.

AT EVENTS

Shave Down, morning tea, trivia, BBQ, sports challenge or live stream.

Give people something to show up for, share, fundraise around and shout about.

WITH CUSTOMERS + COMMUNITY

Invite customers, members, fans and followers.

Get them to join your team, back your Growmitment or challenge someone else.

WITH MEDIA

Got a brilliant rivalry, famous face, unusual challenge or strong human story?

Tell your Movember contact early. It might travel further.

MAKE IT VISIBLE. MAKE IT SOCIAL. MAKE IT EASY TO JOIN.



PLAN THE MOMENTS & GET MOMENTUM

Here are some things you could talk about before and during Movember. Use it as a menu – post it, email it, print it or say it in person. Whatever works for you, your workplace, crew or the people that support you.



COUNTDOWN → ANNOUNCE → RALLY → SHAVE DOWN → GROW & GO → THANK

	8 WEEKS	7 WEEKS	6 WEEKS	5 WEEKS	4-2 WEEKS	1 WEEK	NOV 1	NOV 2-30	DEC 1
MOMENT	COUNTDOWN	ANNOUNCE	WHY IT MATTERS	RALLY THE CREW	BEHIND THE SCENES	FINAL STRETCH	SHAVE DOWN	GROW & GO	THANK + REVEAL
FOR FUNDRAISERS	"The countdown is on. I'm making a Growmitment."	"I've made a Growmitment. Follow along or join me."	"I'm doing this for the men in my life – dads, brothers, partners, friends and co-workers."	"Think you've got what it takes? Make a Growmitment with me."	"The crew is forming. The Mos are questionable. The cause is not."	"One week until Shave Down. Time to sign up or donate."	"Fresh-faced and officially committed. I've made the Growmitment."	"I made the Growmitment. Help me make it count. Donate or challenge someone else."	"You backed my Growmitment. Here's what we achieved together."
FOR PARTNERS	"Movember is coming. This year we're making a Growmitment and backing men's health."	"We're proud to support Movember and make a Growmitment."	"We're showing up for the men in our lives – at work, at home and in our communities."	"Join our team, back our Growmitment or start your own."	"Our people are getting ready. The Mos are coming."	"One week until Shave Down. No backing out now."	"We've shaved down and made our Growmitment."	"We're growing, moving, hosting and raising funds. Help us make it count."	"Thanks for backing our Movember Growmitment. Here's what we achieved together."

HASHTAGS YOU CAN USE #Movember #Growmitment #ChallengeAccepted #MensHealth



MAKE THE CHALLENGE PUBLIC

FUNDRAISER TEMPLATES TO GET YOU STARTED

Not sure where to start?
Use these handy templates
for your own social channels
or email. Edit them so
they sound like you and
your friends.

SOCIAL POST EXAMPLE



1. Challenge someone

2. Make it personal

3. Explain the plan

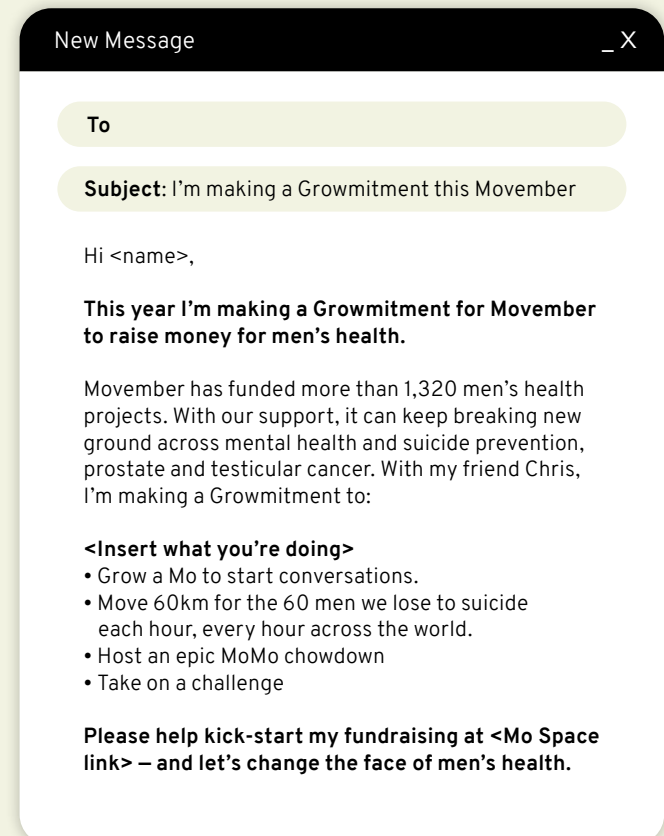
4. Get people to do the same

5. Tag Movember

6. Add your Make a Growmitment sticker.
See our Canva social media templates [here](#).

7. Add a photo of you / you + your friend

EMAIL EXAMPLE





MAKE THE CHALLENGE PUBLIC

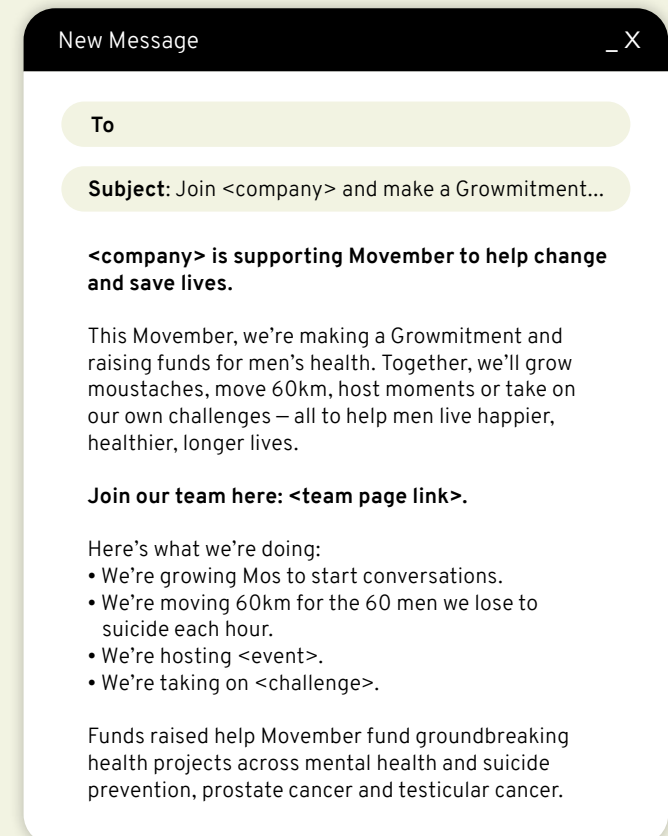
PARTNER TEMPLATES TO GET YOU STARTED

Not sure where to start?
Use these handy templates
for your own social channels
or email. Please edit them
to make them work for
your people, customers
or community.

SOCIAL POST EXAMPLE



EMAIL EXAMPLE





WE'VE STOCKED THE CUPBOARD

Use what's ready to go.

Check in often as new content drops. The detailed guides live separately, so this toolkit stays simple and gets you moving fast.

Need something else?
Ask your Movember contact.
We're here to help.

CAMPAIGN ASSETS:

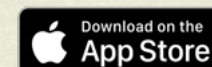
CANVA CAMPAIGN ASSETS INCLUDING:

- Social media templates
- Email + social copy
- Posters + print-at-home tools
- Event banners + invites



MOVEMBER APP

Mo Space, Team Chat, donation alerts, Move tracking and QR code.



EVERYTHING YOU NEED TO KNOW ABOUT:

GROW

MOVE

MO YOUR OWN WAY

HOST

KEY MESSAGES +

Get in touch with your Movember Rep



BEFORE YOU GO LIVE

Easy ways to get involved and grow your Growmitment campaign. If you're a partner going live, or planning to make a big public splash with media, check in with us first and check out this hub for guidance.

KEEPING IT LEGALEASY

Use the ready-made Movember assets where you can. They're built to help you get going quickly.

Check in with us first if you want to:

- Call your event "Official"
- Use Movember in a new business, product, website, app or social account name.
- Promise a percentage of sales donation

1 YOUR HOME BASE

- Use Movember.com, your Mo Space or your team page when asking people to sign up or donate.
- Use the supplied link or QR code where you can to get the content you need. Easy.

2 SHARE IT CLEARLY

Lead with Growmitment. Use #Movember and #Growmitment. Tag the global @Movember account, or your local Movember country page. Keep the ask simple: sign up, donate, join the team or challenge a friend.

3 CHECK WITH US FIRST

Creating your own artwork, merch, product, sales offer, event name or big public idea? Send it to your Movember contact first so we can help keep it on track.

4 HELP US HELP YOU

Tell us about big moments early: great stories, famous faces, local rivalries, unusual challenges or event plans. We might be able to help them travel further.

Make a **GROWMITMENT**

CHALLENGE A FRIEND • GROW TOGETHER • CHANGE MEN'S HEALTH



If you are reading this guide from a printed copy, scan this QR code to access the online version and links to helpful resources.

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