



COMMUNICATIONS GUIDE

HOW TO TALK MOVEMBER AT WORK



ABOUT MOVEMBER

Movember is the world's leading men's health charity, changing the face of men's health one Mo at a time. We exist to stop men dying too young by tackling the biggest health challenges men face today – mental health, suicide, prostate cancer, and testicular cancer.

Thanks to the power of more than seven million supporters worldwide, **Movember has funded over 1,300 groundbreaking projects across the globe.** These programs are shaking up health systems, challenging outdated gender norms, tackling health inequities, and inspiring men to take charge of their health.

And we're just getting started. We'll keep making noise, sparking conversations, and pushing boundaries to ensure men live healthier, longer, and better lives. Because when men thrive, the world thrives.



THE STATS



On average,
men are dying

**4.5
YEARS**

earlier than women, and for
largely preventable reasons

Globally we lose
one man to suicide

**EVERY
MINUTE**

of every hour of every day

Testicular cancer is the most
common cancer in men

**AGED
15-34**

Prostate cancer is the
most common for men

**OVER
45**



HOW YOU CAN GET INVOLVED



GROW A MO

Your Mo doesn't need to be epic. Sometimes the scruffiest Mo's start the most meaningful chats.

HOST A MO-MENT

Round up your mates and do something fun. Hosting is all about havin' fun while doing good.

MAKE A MOVE

Clock up 60km over the month – honouring the 60 men lost to suicide each hour, around the world. Whether it's a run or a walk, that's up to you.

MO YOUR OWN WAY

Your adventure or challenge, your rules. Set the bar, chase it down, and own it.

Here's some ideas for those internal workplace channels like Slack, Veeva Engage and Teams



POST 01

Movember is almost here - and we want you on our team. Grow a Mo, Move 60km for the 60 men we lose to suicide every hour, host an event, or Mo Your Own Way and create your own adventure. No matter how you take part, you'll be helping change the face of men's health across the globe.

Movember exists to stop men dying too young by taking on the toughest health challenges they face – mental health, suicide, prostate cancer, and testicular cancer. By joining our team, you'll be part of the movement to tackle these issues head-on.

Head to our team page and help us kick off the hairiest time of the year!

POST 02

Did you know that somewhere in the world, a man dies by suicide **every single minute**? Or that testicular cancer is the most common cancer for men aged 15-34?

That's why we take on Movember – for our dads, grandads, partners, brothers, sons, friends, and colleagues. Every Mo, every kilometre, every event makes a difference.

The best part? It's not too late to join the fun! Head to our team page, check us out, and dive into the hairy madness.

POST 03

We are officially past the halfway point so Movember is very much in full swing! Let's take a Mo-moment to celebrate some exceptional efforts from the team:

- TOP FUNDRAISER
- MOST CREATIVE FUNDRAISER
- BEST MO
- WORST MO
- BEST MOVER
- BEST TEAM

POST 04

That's a wrap! The hairiest month has once again come to an end, and what a Movember it's been!

To everyone who grew a Mo, moved for the cause, donated, gave us a cheeky compliment, or cheered on our movers: **thank you.**

As a team, we raised \$X to help change the face of men's health. We know that healthier men make for a healthier world, and we're proud to celebrate that – the fun and the serious side.

EMAIL 01

Subject

JOIN OUR
MOVEMBER TEAM

When

MID – LATE OCTOBER



Hi team,

November is nearly here ... and the Mo is calling.

Join our Movember team this year! Movember is about more than just moustaches, it's about supporting the men in our lives to live healthier, longer lives. And **ANYONE** can get involved.

WHAT IS MOVEMBER?

Movember is the world's leading men's health charity, changing the face of men's health one Mo at a time. We exist to stop men dying too young by tackling some of the biggest health challenges they face; Mental health, suicide, prostate cancer, and testicular cancer.

On average, **men die 4.5 years earlier than women**, often from preventable causes. That's exactly why Movember exists. **To make a difference.**

HOW TO GET INVOLVED

Grow a Mo. Even if your Mo isn't a masterpiece, don't worry – sometimes the patchiest Mo's start the best conversations.

Make a Move. Run or walk 60kms this month. That's one 1km for each of the 60 men lost to suicide every hour around the world

Host a Mo-ment. Gather your mates and do something fun. Hosting is all about good times for a great cause.

Mo Your Own Way. Set your own challenge, epic in scope and scale. You choose the limits and smash them.

NEXT STEPS

Sign up to Movember and join our team (we'd recommend linking your team here)

If you have any questions just reach out.

United we Mo,

EMAIL 02

Subject

THINGS ARE GETTING
(UN)HAIRY

When

31 OCTOBER



Hi team,

Yes that's right... your calendar is correct... The big day is almost here, Movember starts tomorrow!

Our hairy journey is officially underway. It's time to shave down, then start **growing, moving, hosting, and getting creative** to help change the face of men's health.

A huge thank you to everyone who has joined the team, to those who haven't **it's not too late!** Sign up and get amongst it, if you're not choosing to take part this year we'd love your support through a donation to your team. (Insert team link here).

Over the course of the next month, we'll come together to raise funds and awareness for mental health and suicide prevention, prostate cancer and testicular cancer - all while having a ton of fun along the way.

Now that Movember is here, it's time to kick things off. Here are a few tips to get your fundraising rolling.

1. Donate to yourself

Give yourself a cheeky head start with a donation to your own Mo Space. It gets the whole show started and inspires others to give. Even \$20 can spark a similar donation from someone in your community.

2. Shout it out

Tell your story on social media – why you're taking part, what you're doing, and how others can help. Sharing your journey brings more people along for the ride.

3. Reach out to your closest friends and family

Start with those that'll say yes; parents, siblings, partners, kids and best friends. Once they're on board, momentum builds and soon enough, the rest is history.

Let's Mo!



EMAIL 03

Subject

HALFWAY THERE

When

MID NOVEMBER

Team,

We're officially halfway through the hairy month of Movember!

By now, Mo's are popping up left, right and centre and what a sight they are! While we strongly advise against stroking your colleagues' Mos, don't be shy about showering them with praise. And let's not forget our amazing Movers that are keeping the momentum going.

The first couple of weeks have already seen some seriously impressive efforts. From epic Mo growth, to crushing those move targets, to bold Mo Your Own Way challenges, and unforgettable hosting moments. Take a Mo-ment to celebrate some of the standout achievements so far:

- TOP FUNDRAISER
- MOST CREATIVE FUNDRAISER
- BEST MO
- WORST MO
- BEST MOVER

OPTION 1

In addition to raising critical funds for men's health, Movember is also about bringing people together. With that in mind, I wanted to remind everyone of the events we have planned over the coming weeks:

OPTION 2

In addition to raising critical funds for men's health, Movember is also about encouraging open and honest conversations. With that in mind, I wanted to share why I Mo [share why you choose to get involved and support Movember]. What inspires you to get involved in Movember? Feel free to reply all or let me know directly.

Once again, thanks for being part of the team.

United we Mo,

EMAIL 04

Subject

YOU'RE CHANGING THE
FACE OF MEN'S HEALTH

When

LATE NOVEMBER



Hi team,

We are charging down the final stretch of Movember, and what a ride it's been!

Our team has been working so hard, and now it's time to give it everything we've got in this last push. So far, we've raised a massive \$X, and it's clear we're not just part of the movement, we are making waves.

The leaderboard is packed full of legends and below are the current top 5 as we near the finish line:

1. Insert name
2. Insert name
3. Insert name
4. Insert name
5. Insert name

There's still time to shake up the standings and steal the lead from our fundraising front runners. Consider this your call to arms for a last-minute leaderboard takeover. With less than a week left, glory is well within reach.

Use these final days to go big: share your Mo-gress snaps, Move updates and event highlights. Hit up your network, text, message, whatsapp, snapchat, post, story, voice memo or email to let them know what you're doing and why. Keep it real, keep it heartfelt, and watch the support roll in.

Thanks for helping make this Movember nothing short of legend-hairy!

EMAIL 05

Subject

THANK YOU

When

1ST DECEMBER



Hi team,

And just like that, Movember 2025 is officially in the books!

A massive THANK YOU to everyone for your epic efforts. Together, we've made a real impact and taken another big step toward changing the face of men's health.

We had a total of # legendary team members and raised a whopping \$X

And a special shoutout to our top 3 Fundraisers:

1. Insert name and \$ raised
2. Insert name and \$ raised
3. Insert name and \$ raised

Well done, legends! Give your nearest Mo Bro or Mo Sister a fist bump, high five, or even a virtual thumbs up, you've earned it.

Because of your efforts, vital funds are now heading towards men's mental health initiatives, world-class research, and game changing cancer treatments. Check out some of the inspiring stories and the impact YOU have had [here](#).

As we wrap up the month, it's also important to thank your donors. Make them feel the love!

A massive thanks again for everyone who got on board, see you next year.

PS. While the hairy month has come to an end, don't be afraid to chase up any strays or stragglers as there is still time to get last-minute donations to your Mo Space.



With the Movember App you can directly message your team. Simply download the app, login, click on your feed and then hit the speech bubble icon (top right).

MESSAGE 01

Welcome to the team

Welcome to the team, legends. Thrilled to have you on board for Movember 2025, the hairiest month of the year is officially here.

If you haven't yet, dive into your Mo Space: upload a pic, update your bio, and set your fundraising target. Make it yours!

Want to take up a notch? Invite a workmate to join in the fun – more Mo's equals more impact. Every dollar you raise helps change the face of men's health.

MESSAGE 02

Keep it up

Team, I'm loving all these progress updates! So many KMs logged, and some of those upper lips are starting to look like they could turn into truly epic Mo's.

Keep the updates coming, your donors love seeing the journey as much as we do. And don't forget, our big event is just around the corner...

MESSAGE 03

Thank you, legends

Team, I couldn't be prouder of everything you've achieved this Movember! The conversations you've sparked, the awareness you've built, and the funds you've raised will all make a real difference in helping men live healthier, longer lives.

Take the next few days to chase up any last donations and soak in what an amazing month it's been. A huge thank you to each of you, smashed it!

