2025 MOVEMBER

COMMUNICATION GUIDE

HOW TO USE THIS DOCUMENT

* These email templates are ready to roll from September right through to December—use them when it makes sense for you!
* The dates we’ve suggested? Just that—suggestions! Send your emails whenever it works best for you and your crew.
* Don’t be shy—make these emails your own. Tweak the tone, messaging, and vibe to match your audience’s style and goals.
* Whether you use one, all, or just a few of these templates, they’re yours to play with.
* Looking for extra inspiration? Head over to [Movember.com](http://www.movember.com/) or check out our [YouTube](https://www.youtube.com/user/movembertv) channel to share one of our powerful videos and keep the Mo-mentum going!

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| --- | --- | --- | --- | --- |
| #​ | SUBJECT LINE​ | ​PAGE | WHEN TO SEND​ | KEY MESSAGING​ |
| N/A​ | **Welcome!** | 3 | **N/A** | Welcome email for new teammates |
| 1​ | **The hairiest time of the year is fast approaching!**​ | 5 | Oct 14th | Building excitement & announcing your 2024 campaign |
| 2​ | **On your mark, get set, Mo!**​ | 7 | Oct 27th ​ | Inspiring and recruiting your colleagues to join the team​ |
| 3​ | **All aboard the Mo train!**​ | 9 | Oct 31st | Movember launch email ​ |
| 4​ | **Things are getting hairy**​ | 11 | Nov 10th | Celebrate your team’s progress and support to date​ |
| 5​ | **Halfway there…let’s keep in Mo’ing!**​ | 13 | Nov 15th | Mid-month update + encourage and motivate team​ |
| 6​ | **Time for a legendhairy final push**​ | 14 | Nov 24th | Fundraising tips and the final push for Movember​ |
| 7 | **As we go on, we remember all the Mos we grow togteher** | 15 | Dec 1st | Celebrate your hairy journey and acknowledge team’s efforts |

\*\* WELCOME EMAIL \*\*

**SUGGESED TIMING:** WHENEVER A TEAM MEMBER JOINS YOUR TEAM :)

**KEY MESSAGING:** MAKE NEW TEAMMATES FEEL WELCOME + SHARE SIMPLE TIPS.​

**SUBJECT:** WELCOME TO [INSERT TEAM NAME] !

Hey [Insert first name],

First off, welcome to the coolest squad in town — **[Insert team name]!** I’m absolutely thrilled you’ve decided to join us in our mission to change the face of men’s health this Movember.

**Get ready! We’re about to embark on a hairy adventure together.**

Throughout the campaign, I’ll be your trusty captain, sharing tips and tricks to help you become a fundraising rockstar.

**Here’s what’s planned for our team:**

*[Add your team events here — like a kickoff lunch, weekly Mo photo check-ins, move challenge or wrap-up party].”*

**Start strong and win big:**

Raise $50 by November 7 to be entered to win one of two $5,000 TaylorMade Golf prizes. No golf skills needed – just a few asks for a great cause.

**Aim High, Go Platinum:**

Raise $1,000+ and you’ll join the Platinum Club — exclusive rewards and serious bragging rights.

**Quick Tips for Success:**

* **Personalize your Mo Space:** Add a unique photo and a personal motivation about why you're supporting Movember.
* **Kickstart with a self-donation:** Even a small donation to your own Mo Space shows commitment and encourages others to get behind you.
* **Set a fundraising goal:** A clear target keeps you motivated and lets your supporters track your progress.
* **Download the Movember App:** This is your ultimate fundraising sidekick. Track donations, post updates, and connect with supporters on the go.

**And before you go…**

Remember, you’re not doing this alone. Have fun. Do good. You don’t need to be a fundraising expert — just start. Every dollar fuels life-changing work in mental health, prostate cancer, and testicular cancer. That’s something worth smiling about (and maybe even growing a moustache for).

Want more tips?, Steal from the best with [**20 Ways to Bring in Donations**](https://ca.movember.com/story/20-ways-to-bring-in-donations) and dive into the[**Fundraising Resource Page**](https://ca.movember.com/support-us/fundraising-resources)for toolkits and ideas.

I hope these tips help you kickstart your fundraising journey with a bang! If you need anything, just give me a shout—I’m here to help.

Mo on!  
[Captain Name]

EMAIL TEMPLATE 1 - OCT 14th

**SUGGESTED TIMING:** OCTOBER 8 (OR AFTER YOU REGISTER YOURSELF AND CREATE A TEAM)

**KEY MESSAGING:** BUILDING EXCITEMENT & ANNOUNCING YOUR 2024 CAMPAIGN.​

**SUBJECT:** THE HAIRIEST TIME OF THE YEAR IS FAST APPROACHING

***[Greeting]***

It’s that time of year again—when upper lips get itchy, faces get scratchy, and significant others start asking when you’ll shave *“that thing”* off.

This year, **[Insert team name]** is back and bristling with purpose. We’re raising funds – and eyebrows- to make a serious impact on men's health.

**Why We Mo:**

• 44% of Canadian men die early from largely preventable causes  
• 1 in 8 Canadian men will be diagnosed with prostate cancer  
• Testicular cancer is the most common cancer in young men aged 15–39

• 3 out 4 suicides in Canada are by men

• Globally, 60 men die by suicide every hour

**Not everyone loves a moustache, but we ALL have men in our lives we care about.** We Mo for them. Our dads, brothers, partners, friends, coworkers. And we need you on the team.

**How to Join:**

It’s easy to join, and I’d love to have you all on board (yes, [Mo Sisters](https://ca.movember.com/uploads/files/2021/Fundraising%20Resources/CA/CST-2492%20Mo%20Sister%20One%20Pager%20Update_FA(1).pdf) – you too!). Here’s how:

1. Sign up and create a profile at mo.com.
2. Join our team by clicking here: **[Insert team page URL]**

*Bonus:* ***Raise $50 by November 7 to be entered to win one of two $5,000 TaylorMade Golf prizes.***

**Do Good Your Way: Can’t grow a Mo? No problem!** Movember is all about making an impact in a way that works for you:

* **Grow**: Let your moustache do the talking. It’s a walking, talking billboard for men’s health.
* **Move**: Run, walk, or cycle 60km this month — one for each man lost to suicide every hour.
* **Host**: Bring people together for a trivia night, lunch-and-learn, or office bake-off.
* **Mo Your Own Way**: Make on something bold, weird, or wonderful — dares, stunts, challenges — anything that raises eyebrows *and* funds.

**What We’re Aiming For:** *[Insert your team’s goal here — fundraising total, participation rate, events, etc or a short note on your team's “why” — what this cause means to you personally or as a group.]*

**What is Movember?**

Movember is a fun and impactful way to raise awareness and funds for 3 urgent men’s health issues:

* Mental health & suicide prevention
* Prostate cancer
* Testicular cancer

Since 2003, Movember has funded over 1300 health projects globally – and they’re just getting started. Thank to you, last year alone, Movember invested over $18 million in programs.

Got any questions or ideas? Just shoot me a message—I’m here to help!

Mo on,

***[Insert Captain Name]***

PS >> Don’t wait! click here ***[Insert team page]*** and join the team. You’ll feel good and maybe even win a killer golf prize.

EMAIL TEMPLATE 2 - Oct 27th

**DATE:** TUESDAY, OCTOBER 22

**KEY MESSAGING:** INSPIRING AND RECRUITING YOUR COLLEAGUES TO JOIN THE TEAM.​

**Subject:** ON YOUR MARK, GET SET, MO!

Ladies and gentlemen,

We’re days away from launching into Movember and **[insert team name]** is shaping up to make serious moves (and maybe a few moustaches).

Even if growing a Mo isn’t your thing, there’s plenty of other ways to get involved. We want YOU on board. *[insert team goal here - We’re aiming for X teammates and $X raised. We’d love you with us]*

**How to get involved:**

* **Grow:** Every moustache sparks conversations and raises life-saving funds.
* **Move:** Cover 60km for the 60 men lost to suicide every hour.
* **Host:** Run a trivia night, bake-off, or office lunch to bring people together.
* **Mo Your Own Way:** Take on a challenge, dare, or bold stunt — anything goes if it raises dollars.

*Pro Tip: Whatever you do, tie it back to your “why.” A personal connection goes a long way in inspiring support.*

**Shoutout Spotlight**: *[Insert fun teammate example – Jessica is climbing her office stairs every day until she hits the height of Mount Everest – all in support of Movember. Legend]*

**Still need a reason (or four) to jump in? How about these:**

* 3 out of 4 suicides in Canada are by men
* 1 in 8 Canadian men will be diagnosed with prostate cancer
* Testicular cancer is the most common cancer in young men aged 15–39
* 44% of Canadian men die prematurely—before age 75—from causes that could largely be prevented with timely healthcare

The good news? **Movember is changing that**, funding over 1,300 health projects globally and helping more men live happier, healthier, longer lives. With your help, they can go even further.

**Ready to Join?**

1. Sign up at **Mo.com**
2. Join our team: [**Insert team link**]
3. Give your Mo Space some personality—add a profile pic and a few words on why you’re in.

Need another nudge?***Raise $50 by November 7 to be entered to win one of two $5,000 TaylorMade Golf prizes.***No swing needed, just a few solid asks.

Thanks again for the support, team. However, you Mo, together we’re going to change the face of men’s health.

To those who’ve already joined the team, thank you! I salute you, and I can’t wait for the epic month ahead.

**See you in Movember**

Mo on,  
**[Captain Name]**

**P.S.** Mo Sisters, we need you too! Check out the [Mo Sister Guide](https://movember.com/uploads/files/Workplace%20fundraising/Mo%20Sisters%20Guide_CA.pdf) for tips, ideas, and inspiration. And if you haven’t yet, **[Team Page]**

EMAIL TEMPLATE 3 - Oct 31st

**Mo Bros and Mo Sisters, SUGGESED TIMING:** OCT 31st

**KEY MESSAGING:** MOVEMBER 1ST LAUNCH EMAIL

**SUBJECT:** ALL ABOARD THE MO TRAIN!

It’s here. **Welcome to Movember!**

Our hairy journey officially begins this Saturday. Now’s the perfect time to get on board and start strong. Whether you’re growing a Mo, moving 60km, hosting an event, or doing something totally your own, we’re all in this together to change the face of men’s health

Already joined the team? You’re a legend. If not? What are you waiting for? Join **[Insert Team Name]** here **[Insert Team Link]**

Overthe next month, we’ll be raising funds and awareness for mental health and suicide prevention, prostate cancer, and testicular cancer. And we’re going to have a blast doing it.

It’s time to bring in those first donations. Here’s how you can get started:

1. **Donate to Yourself:** Give your Mo Space a head start with a self-donation. A small amount *even $20*, sets the tone and encourages others to follow your lead.
2. **Shout It Out:** Post your why. A Personal story or stat sparks real support. Share your Mo Space link via text, social, Slack, even your group chat. *Pro Tip:* Personal DMs work even better than public posts. People give to people, so make it personal.
3. **Email Your Top 5-10:** Start with your inner circle, the people who can’t say no (you know who they are). Parents, partners, siblings, close friends. They’re your early momentum-makers.

Looking for more inspiration? Check out this Movember article "[20 ways to bring in donations](https://ca.movember.com/story/20-ways-to-bring-in-donations?tag=fundraising)" to get some inspiration. It’s packed with creative fundraising ideas to help you crush your goal!

Your fundraising fuels real, life-changing work in mental health, suicide prevention, prostate cancer, and testicular cancer. Last year, 280,000+ people joined Movember. This year, will you?

**One More Reason to Start Strong:** ***Raise $50 by November 7 to be entered to win one of two $5,000 TaylorMade Golf prizes.***No swing required, just a few good asks.

Whether it’s your first Movember or your tenth, let’s kick it off strong. The **Mo Train** is leaving the station...all aboard!

Your Name  
  
**PS.** Missed the start of Movember by a whisker? No worries! Stubble or no stubble, you can still click here [Insert team page] and join the team.

EMAIL TEMPLATE 4 – NOV 10th

**SUGGESED TIMING:** NOVEMBER 10TH

**KEY MESSAGING:** Celebrate your team’s progress and support to date​

**SUBJECT**: Things are getting hairy

[Greeting],

By now, you’ve surely noticed the Mo’s sprouting up and spreading all around — **and I’m loving every fuzzy second of it.**

While I strongly advise against the urge to touch, twirl, or attempt to style someone else’s Mo, please don’t hold back on the compliments. They thrive on encouragement (and occasional admiration from a safe distance).

Speaking of praise, we’ve seen some epic efforts and serious dedication during this first week. Let’s take a Mo-ment to celebrate some of **[Insert team name]’s** standout contributions so far:

* **Top Fundraiser:** [INSERT NAME AND $ RAISED]
* **Most Creative Fundraiser:** [INSERT NAME AND IDEA]
* **Best Mo:** [INSERT NAME AND PHOTO]
* **Best Recruiter:** [INSERT NAME – the team-building MVP]

**OPTION 1: Events Edition**  
In addition to raising critical funds for men’s health, Movember is about bringing people together. With that in mind, here’s a reminder of what we’ve got coming up:

[EVENT NAME] – [DATE, TIME, LOCATION]

[Add one sentence about what to expect — food, fun, competition, moustaches, etc.]

**OPTION 2: Personal Story Edition**  
Movember isn’t just about fundraising — it’s also about starting open, honest conversations.  
I wanted to share why I Mo: **[insert your reason — personal story, someone you’re supporting, etc.]**  
What about you? What inspires you to take part in Movember? Feel free to reply-all or shoot me a note. I’d love to hear it.

**Need a reminder of what this is all for?**  
Movember’s *Real Faces of Men’s Health* report is a first-of-its-kind resource detailing the state of men's health in Canada. It’s helping fuel our advocacy work as we push for the federal government to commit to a national men’s health strategy — just like Australia and the UK have done. One example of why these matters: 83% of participants in Movember’s peer support programs reported feeling more connected and less alone. These are the lives your fundraising is helping.

Thanks again for being part of the team and showing up for men’s health in such a big way.

In hairy solidarity,  
**[Insert Captain Name]**

**P.S.** Through Week 1, **[Insert team name]** has raised a remarkable **[Insert team $ total]!** Let’s keep the momentum growing (just like those Mo’s) and lock in even more donations from your supporters!

EMAIL TEMPLATE 5 – Nov 17th

**SUGGESED TIMING:** NOVEMBER 17

**KEY MESSAGING:** MID-MONTH UPDATE + ENCOURAGE AND MOTIVATE TEAM​

**SUBJECT:** HALFWAY THERE…LET’S KEEP IT MO’ING!

Hey Mo Bros and Mo Sisters,

We’re officially halfway through Movember! Whether you’re growing, moving, hosting, or Mo’ing your own way, you’re absolutely crushing it. I couldn’t be more thrilled to share how far we’ve come:

With **[insert number]** Mo’s on our team we’ve now raised over $**[insert number]** – and we aren’t done yet.

A special shout-out to our current team fundraising leader, **[insert name]**, who’s raised an incredible **$[insert amount]**. Hot on their heels are **[insert name]** and **[insert name]**, battling it out for second and third place as we charge into the back half of the campaign.

**Push for Platinum**  
Feeling the drive to level up? Raise $1,000 and you’ll join the Platinum Club — Movember’s top fundraiser circle. It comes with exclusive rewards and serious bragging rights.

**Ideas to Fuel the Finish Line:**

1. **Dares for Donations**: Put your dignity on the line for a good cause! Whether it’s wearing a ridiculous outfit, posting an embarrassing throwback, or eating something you absolutely shouldn’t—dares work.  
   👉 Check out Movember’s **Dares for Donations page** [**here**](https://ca.movember.com/support-us/dares-for-donations) for ideas.
2. **Incentives:** Give your supporters a reason to donate! For every $X, you could offer a homemade treat, custom drawing, eat a really spicey chicken wing.
3. **Thank Publicly:** A public shout-out goes a long way. Show your gratitude on social or in team chats. It feels good and often brings in more support.

Need a boost? Here’s some tools:

* Steal from the pros: [20 Ways to Bring in Donations](https://ca.movember.com/story/20-ways-to-bring-in-donations)
* Browse the [Fundraising Resource Page](https://ca.movember.com/support-us/fundraising-resources) for events, toolkits, and top tips

Above all, remember it’s not about how epic your Mo is, how far you’ve moved, or how polished your event was. It’s about stepping up, getting involved, and being part of a global movement to support men’s health.

Let’s keep the energy high, finish strong, and make the second half even bigger than the first

[Insert captain name]

EMAIL TEMPLATE 6 – Nov 24th

**SUGGESTED TIMING:** NOV 24th

**KEY MESSAGING**: FUNDRAISING TIPS AND THE FINAL PUSH FOR MOVEMBER​

**SUBJECT:** TIME FOR A LEGEND-HAIRY FINAL PUSH

[Greeting],

Moustaches are sprouting in all directions — bold, patchy, glorious, and weird — which can only mean one thing: we’re nearing the end of Movember. Now’s the time to dig deep and make that **legend-hairy** last push!

**[Insert team name]** has already raised a whopping **$[insert number]** and I couldn’t be prouder of the legends on this team. We’ve sparked conversations, rallied our networks, and shown what it means to stand up for men’s health.

Here’s where the leaderboards stand:

* **[Insert name] — $[amount]**
* **[Insert name] — $[amount]**
* **[Insert name] — $[amount]**
* **[Insert name] — $[amount]**
* **[Insert name] — $[amount]**

There’s still time to shake things up! If you’ve been waiting for your moment, **consider this your official invite to pull a cheeky last-minute leaderboard sneak attack.** With less than a week to go, the glory is still up for grabs.

Ready to turn that Mo-mentum into donations? Try these last-minute moves to finish strong:

* **Flood your feeds:** Share updates, photos of your Mo-gress, Move challenge, events, or Mo Your Own Way efforts.
* **Make it personal**: A heartfelt DM, text, or email is still one of the most effective ways to bring in donations
* **Tell your why:** Talk about the cause. When people understand the *why*, they’re far more likely to support.

**Chasing Platinum?**  
This is your final shot to join the **Platinum Club** - Movember’s circle of top fundraisers who raise $1,000 or more. It comes with exclusive rewards, national recognition, and serious bragging rights. If you're close, now's the time to rally that last wave of support.

Thanks again for making this Movember unforgettable so far. Howeveryou’ve shown up — growing, moving, hosting, or Mo’ing your own way — you’ve made a difference.

Let’s finish strong!

Mo on,

[Insert captain name]

EMAIL TEMPLATE 7 – DEC 1st

**SUGGESTED TIMING:** AFTER MOVEMBER 30TH

**KEY MESSAGING:** CELEBRATE YOUR HAIRY JOURNEY AND ACKNOWLEDGE TEAM’S EFFORTS

**SUBJECT**: THAT’S A WRAP – YOU CRUSHED IT

[Greeting],

The faces are a little colder, the upper lips a little lighter — which can only mean Movember 2025 has officially wrapped!

**THANK YOU** for your incredibly *legend-hairy* efforts, team. Together, we’ve made a serious impact to help change the face of men’s health. What an effort from one truly epic team. I’m seriously proud to have done this with you.

Here’s what **[Insert Team Name]** achieved this year:

* **[Insert #] teammates strong** (Mo Bros and Mo Sisters!)
* **$[Insert Team Funds Raised] raised** for men’s health

Special shoutout to our **Top 3 Fundraisers**:

1. **[Insert Name] — $[Amount]**
2. **[Insert Name] — $[Amount]**
3. **[Insert Name] — $[Amount]**

High Fives all around. Every effort, every dollar, every conversation mattered.

The funds you raised will help power:

* Life-saving mental health and suicide prevention programs
* Groundbreaking prostate and testicular cancer research
* Better health outcomes for men everywhere

You're helping to change lives. That’s no small thing.

*One more thing:* If you haven’t already, don’t forget to thank your donors. A quick message or public shout-out goes a long way.

I honestly can’t thank you enough for jumping in. You made this Movember unforgettable.

Until next year,  
[Insert Captain Name]

**PS**: There’s still time to follow up with anyone who meant to donate but didn’t. Your Mo Space will stay open for late gifts!