



MOVEMBER FUNDRAISING EVENT KIT

YOUR READY-TO-GO GUIDE TO PLAN EPIC MOVEMBER EVENTS WITH YOUR TEAM.



FOUREVENT IDEAS TO

**HAVE FUN,
DOIN' GOOD**

LET'S FACE IT

Movember doesn't just happen on its own. It takes people like you uniting in their team to fundraise, champion men's health, strike up conversations, and above all, have a good old time.

EVENTS ARE MORE THAN FUN

Events can build excitement, recruit teammates, fundraise, raise awareness and create a remarkable experience for all.

EASY AS READY, SET, MO

The Movember team has seen our fair share of inspiring ways to fundraise and host events. We've picked four easy and proven events and broken them out with

A definitive step-by-step blueprint on how to host each event

Tested tools and templates that save time

Take five minutes to read this guide then let your own moustache-fueled creativity take the wheel. Whatever you choose, make sure it's fun, safe, and done in the true spirit of Movember.

IDEA #1

SHAVE DOWN

Consider kicking things off by hosting a shave down. A seemingly simple moment easily turned into a fundraising event.



01

SET A TIME, DATE AND LOCATION

Kick off your Movember on the first of the month! You can rally a Zoom crew with friends or colleagues or host an in-person Shave Down shindig.

02

FIND YOUR BARBERS

Friends, Teammates, your local barber shop. Whoever it is, make sure you arm them with the supplies (razors, shaving gel...)

03

SPREAD THE WORD

Build hype, save the date and get excited for the month ahead. Movember can help with this, we have templates you need. Create a poster. Email invites, yammer posts and social media notices.

04

GET THE SHAVE DOWN PARTY STARTED

Be sure to shoot some video, snap plenty of pictures, and share your Shave Down on social media.

PRO TIP: Request donations as shave down entry fees. Also, collect donations from anyone who'd like to step up and take control of the razor.



SET UP YOUR SHAVE DOWN EVENT

01

Download each document
on the right

02

Customize each to suit
your style

03

Use them to host an
epic shave down

SHAVE DOWN POSTER

[DOWNLOAD](#)

EMAIL INVITE

EMAIL TEMPLATE

[DOWNLOAD](#)

MOUSTACHE STYLE GUIDE

[DOWNLOAD](#)

Movember isn't just about furry upper lips – we also love to get a sweat on while raising funds for men's health. Set a team goal to walk, ride or run somewhere.

As a team, you could make your way from one company office to another. Or cover a distance equivalent to walking across the country. Or even the North Pole. How far will you go for men's health?

IDEA #2

SWEAT FOR DONATIONS



01

SET A BIG TEAM GOAL

For example, let's say you want to walk to the North Pole. It's 5,000km but in a team of 50 it's a goal of 100km per team member.

02

MAKE IT EASY TO JOIN

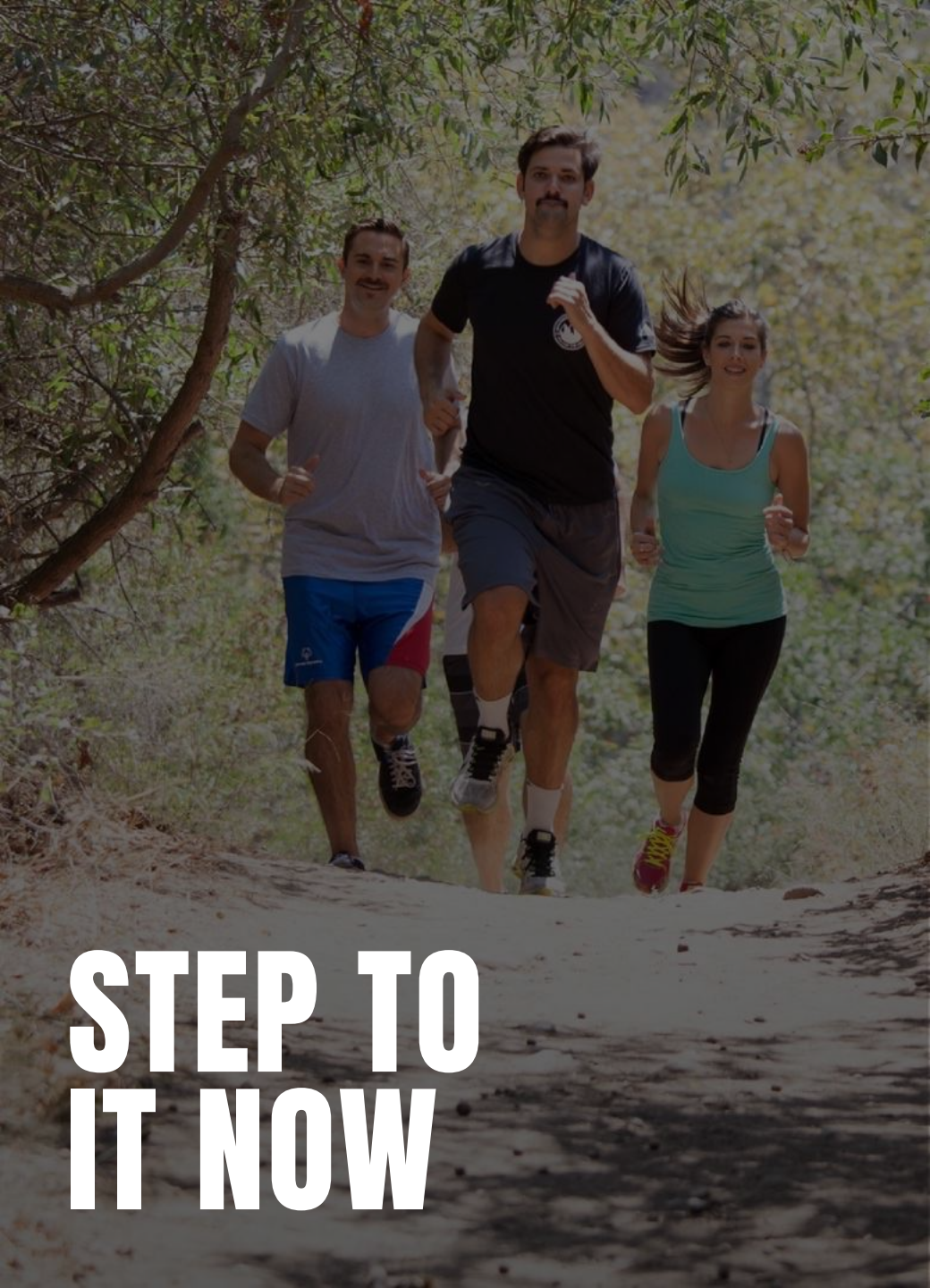
Don't get overwhelmed; when it comes to counting steps, you don't need anything fancy. Anyone who is signed up on Mo.com can manually update or sync their smartphone or fitness app to their Mo Space.

03

KEEP UP THE MO-MENTUM

Engage your team with regular updates throughout the Month. Have you reached Toronto? How many more KM to go? Who was the biggest Mover of the week?

PRO TIP: You can see your teams combined total KM moved on your team page.



**STEP TO
IT NOW**

01

Download each document
on the right

02

Customize each to suit
your style

03

Use them to organise a team
move challenge

MOVE CHALLENGE INVITE

[DOWNLOAD](#)

HOW TO CONNECT

FITNESS APP

[DOWNLOAD](#)

IDEA #3

MOVEMBER HOT WINGS CHALLENGE

It's time to heat up your taste buds and support a great cause with a hot wings challenge for Movember. Bring your A-game and see who can handle the heat as you chow down on progressively spicier wings.

It's a daring, delicious, and downright hilarious way to raise awareness for men's health!

01

GET FIRED UP

Ignite the excitement by choosing a convenient time and location, promoting the hot wings challenge fundraiser for Movember through email, social media, and word of mouth. Add to the buzz with a catchy poster and executive-sponsored invitations.

02

PLAN THE MENU

Spice up the menu with a saucy selection that'll make taste buds tingle, ranging from mild to "face-melting" hot

03

MAKE IT A TEAM FUNDRAISER

Rally the courageous participants by encouraging them to make a donation to join, and don't forget to ask the spectators for their support too. Share the link to your team's Mo Space, where the spicy action meets the worthy cause of Movember

04

FUEL THE FUN!

Let the fiery challenge ignite! Sit back, relax, and enjoy the show as your brave colleagues take on the sizzling heat. And remember, once the smoke clears, don't forget to show your gratitude to all the participants and generous donors for making this spicy adventure a blazing success!



UNLEASH THE HEAT

01

Download each document
on the right

02

Customize each to suit
your style

03

Use them to host a
Movember Hot Wings
Challenge

EVENT CHECKLIST

[DOWNLOAD](#)

EVENT EMAIL TEMPLATE

[DOWNLOAD](#)

HOT WING CHALLENGE POSTER

[DOWNLOAD](#)

IDEA #4

MOVEMOVER MINI MASTERS

The office is turning into a mini golf course for a day — test your aim, challenge your coworkers, and have some laughs while raising funds for men's health. Office bragging rights and a team donation are on the line.

Bring the office together for an afternoon of fun while raising funds and awareness for men's health!

01

GREEN FEES

Make it a team fundraiser: Charge entry fees to all your attendees. Donations can go to the team page, or get collected and split between the team and winner's Mo Space.

02

COURSE + EVENT PLANNING

Find a space in your office, map out a 9-hole course, book a date, choose a fun dress code, and find a person to commentate the fun. You should also make sure to have a righty and left putter for the big day.

03

BOOK TEE TIMES

Promote. Send an email. Post in the group chat. Send a carrier pigeon. Do whatever it takes to assemble the office. Give them plenty of notice to free up their schedules.

04

ENCOURAGE COMPETITION

How about the classic sweepstake to bring out your colleagues' competitive side? This is a great chance to compete for office glory!

PRO TIP: Find a senior leader to challenge the office! Who doesn't want bragging rights over the boss?

05

MAKE IT A PARTY

Think decorations, snacks, drinks, noise makers and maybe even a trophy or champion's jacket for the winner! It never hurts to acknowledge the most honest golfer (worst score) either.



GET READY FOR TEE OFF

01

Download each document on the right

02

Customize each to suit your style

03

Use them to host an epic Mo Mini Putt Tournament

04

Swing in Style: co-ordinate outfits for that added swagger. Or order moustache polos from our friends at Fullwedge.com

05

Use golf ball puns to share a share the Testicular Cancer guide and raise awareness

MINI MASTERS SCORECARD

[DOWNLOAD](#)

EVENT INVITE

EMAIL TEMPLATE

[DOWNLOAD](#)

TESTICULAR CANCER GUIDE

[DOWNLOAD](#)

IDEA #5

THE ULTIMATE MOVEMBER BOOK CLUB

This isn't your regular office book club, this is an office-wide fundraiser where everyone is invited to buy into a month-long raffle for a chance to win their own library *(or great gift ideas for the holidays)!*

01

RALLY THE TEAM

At the beginning of the month invite your company to Book Club

Each entry into book club= 1 book plus a \$20 donation to the team page.

People can enter as many times as they want by Monday, November 7 to boost their odds – and raise the team more money!

02

TIMING

Kick off on Monday, November 10 by pulling 1 name per day on weekdays.

Include everyone by drawing in the afternoon on Zoom/Teams.

03

BUY-BACKS

If someone's name is pulled, they're not out! They can Buy-Back in.

Each person will have 24 hours to Buy-Back (Friday draws = until Monday).

Unlimited Buy-Backs allowed, but they're by donation and they only increase in cost.

04

KEEP UP THE FUN ALL MONTH LONG!

This is a great way to engage everyone in the office and to have a Movember moment every day!

Encourage the team to form alliances, make side-deals, and go into cahoots with your competition.



01

Download each document
on the right

02

Customize each to suit
your style

03

Use them to host an
epic Book Club!

BOOK CLUB PROMO ASSETS

EMAIL TEMPLATE

[DOWNLOAD](#)


BOOK CLUB PROMO ASSETS

INTERNAL CHANNELS TEMPLATE

[DOWNLOAD](#)

BUY BACK SCHEDULE

[DOWNLOAD](#)

A musician is performing on stage at the Mo Awards ceremony. The stage is lit with warm, golden light, and a large screen in the background displays the 'MO AWARDS' logo. The audience is visible in the foreground, seated at tables.

Congratulations, you made it!
Now it's time to celebrate your
hairy journey in style. Throw an
end-of-the month awards
ceremony to toast the top
fundraiser and Mover. And don't
forget the best -and worst -Mo's.
Whether online or in person,
here's how you can do it:

IDEA #6

MO AWARDS

01

SET A TIME, DATE AND LOCATION

Find a central location and time that is convenient for most teammates. Make it a lunchtime gathering or happy hour event. Consider joining a pre-existing meeting that already has a captive audience, like a town hall or weekly department meeting.

02

BUILD HYPE

There are endless ways to create hype for Mo Awards: Create a poster, offer an incentive (announcing award winners, free lunch etc.), ask an executive sponsor to send invitations.

03

SELECT YOUR WINNERS

Select your award categories. Then, nominate people for each category to decide the winners. Either choose yourself or get everyone in the office involved and vote. Have fun and get creative!

04

CELEBRATE!

Have a heck of a lot of fun. Celebrate your incredible Movembercampaign.

PRO TIP: Ask a member of your executive team to thank participants, volunteers and employees for participating, donating, and increasing their understanding of local social issues.



01

Download each document
on the right

02

Customize each with your
selected Mo awards category

03

build hype and celebrate
your Mo award

MO AWARDS

TEMPLATE

[DOWNLOAD](#)

MO AWARDS

POSTER

[DOWNLOAD](#)

EMAIL INVITE

[DOWNLOAD](#)