

 **MOVEMBER®**

**GROW
TOOLKIT**





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Men are dying too young.
It's a problem affecting
our fathers, partners,
brothers, sons and friends,
yet it's rarely talked about.

A problem this size calls for big, bright, clever
solutions. And there's one sitting right under
your nose. Yes, you can help change the face
of men's health. Grow a Mo this Movember to
raise funds and awareness for men's health.

THE MO IS KING



HOW YOU CAN MO

01 Sign up

Sign up using the Movember
app or on movember.com.



02 Go the Mo

During sign up, choose to Grow.
Once you're signed up, you'll
land on your Mo Space. It's
your public profile where your
supporters can follow everything
you do for men's health.

Three things you can do straight
away are set your fundraising
target, describe your motivation,
and snap a selfie.

03 Start growing

Start the month clean-shaven,
then let your Mo take the spotlight
and start conversations.

04 Make it count

Ask friends and family to back
your Mo by donating. Together,
we can stop men dying too young.

TIPS TO HELP YOU GROW

Be prepared

Choose the moustache that will grace
your face. Trucker, Regent, Connoisseur
or Wisp? Check out the options in the
style guide section below.

Be brave

The first few days, even weeks, can be
uncomfortable as your Mo takes shape.
Ride it out to encourage donations.

Ignore the itching

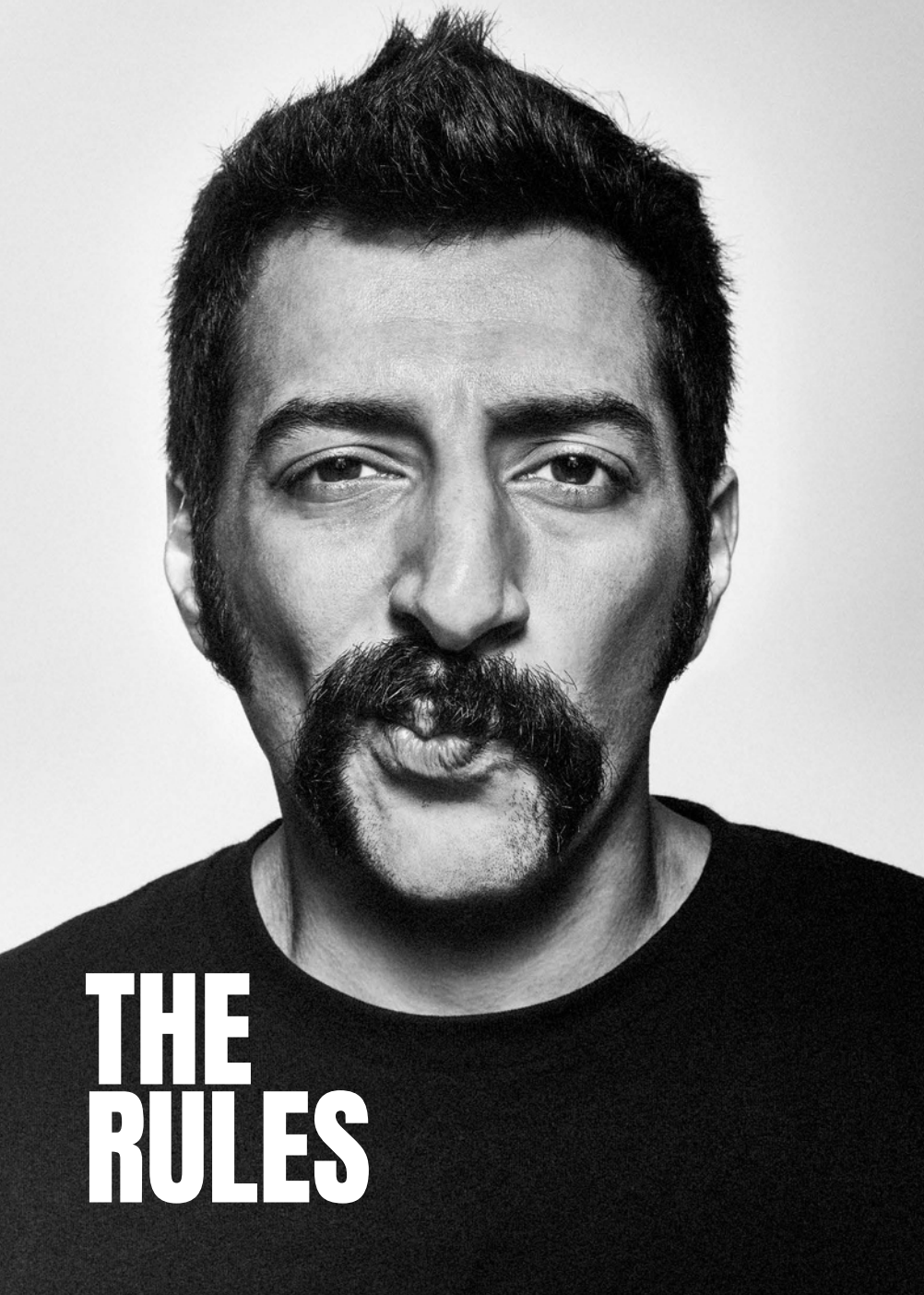
Remind yourself that men have endured
worse in the past. You can stand a
little face tickle in the name of doing
something so important.

Shape your moustache

Get across proper grooming
techniques. A great Mo comes down
to tender loving care.

Nurture it and keep it clean

Look after your Mo, and your Mo will
help you raise funds for men's health.



THE RULES

Five rules to help
you flourish.

RULES

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- 01** Once registered via the app or at movember.com, each Mo Bro must begin the 1st of Movember with a clean-shaven face.
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- 02** For the entire month of Movember each Mo Bro must Grow and groom a moustache.
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- 03** Don't fake it. No beards, no goatees and no fake moustaches.
-
- 04** Use the power of the moustache to create conversation and raise funds for men's health.
-
- 05** Each Mo Bro must behave like a true gentleman.
-



There is no right Mo.
It's all personal preference.
But here are a few styles
for some Mo inspo.

MO STYLE GUIDE



THE WISP



THE ABRAKADABRA



THE ROCK STAR



THE UNDERCOVER BROTHER



THE TRUCKER



THE REGENT



THE BUSINESS MAN



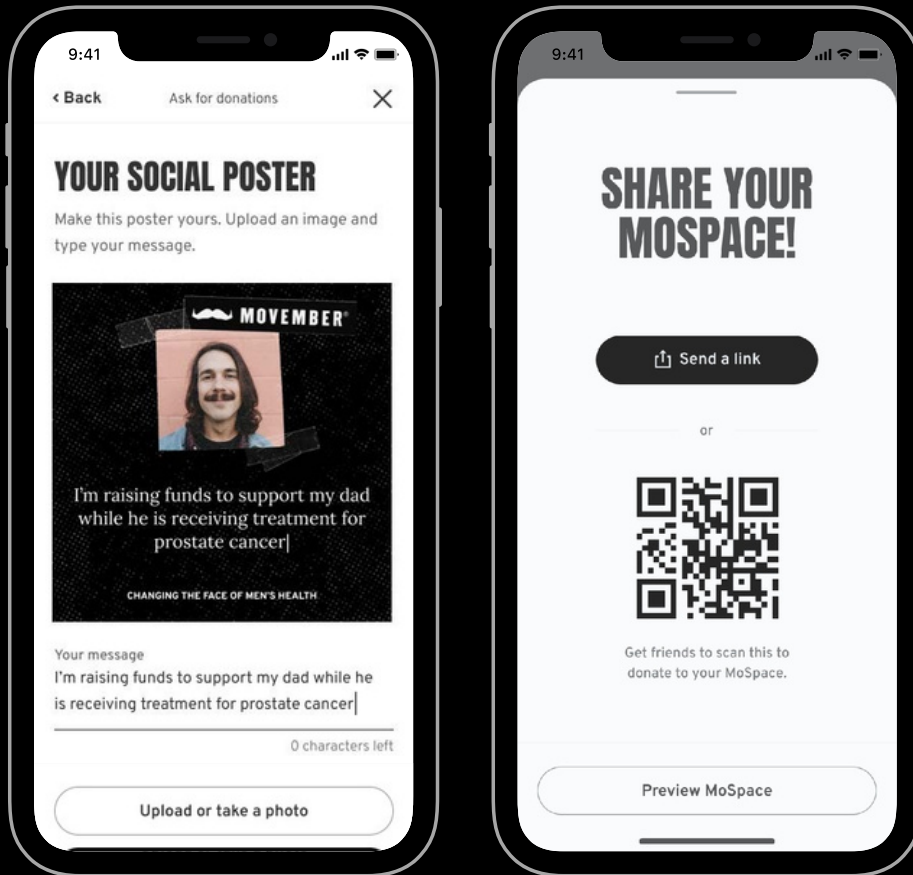
THE BOX CAR



THE CONNOISSEUR



THE AFTER EIGHT



GETTING MO DONATIONS

Once you've set up your Mo Space, blast social media with your Mo Space link or custom QR code.

THEN FOLLOW THESE TIPS TO INVITE DONATIONS:

Sell your style

Run a ballot on what Mo style you should go for. Get donations for each vote.

Mo handle

Auction the naming rights for your Mo, then call it by that name for the rest of the month.

Real estate agent

Go one further and subdivide your Mo into plots. Auction each plot and let the landowners decide what happens with their plot on the last day of the month. Style it? Dye it? Cut it?

The keeper

Not everyone's a Mo fan. So what happens if you announce that you plan to keep yours? Maybe it's an opportunity to get donations to shave it off. Just sayin'.

Mo rash cash

Kissing a Mo Bro can feel... different. Ask your partner to get sponsored for what they have to endure for Movember's sake.

Give thanks

Shout out your donors along the way. Message them. Fire off texts. Call them. Write a card. Snap a pic of your Mo progress and post it online. Hold up a boombox outside their window.

One proven way to thank your donors is to tag them on social media. Not only are you publicly sharing your appreciation – it's also an effective reminder to your whole network. So thank your supporters and don't forget to include your Mo Space link.

Pre-written emails and social posts

We know – not everyone's a wordsmith. Our scribes have written some email templates for you to send out and really get donations flowing. Download the templates from our [fundraising resources page](#).



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Want to make your hard work go even further? And with minimal extra effort?

CHECK OUT THESE PRO TIPS:

Use the Movember app

It's easy, quick and loaded with features. Get notified whenever donations roll in. Track your progress, check in on your team and any challenges you're part of, get the latest Movember news while connecting with clubs and the wider Movember community.

Use Facebook Fundraisers

What if we told you that you're likely to raise 180% more funds than your average Mo by using one simple trick? With Facebook Fundraisers, you can easily link your Mo Space fundraiser profile and Facebook account.

That way, friends and family can donate to your Movember fundraiser directly through Facebook – they don't even need to leave the app. And that statistic is true: people who do this raise 180% above average.

See our other fundraising guides

You'll find even Mo ideas and resources on our [fundraising resources page](#).

CONTACT US

Got a question? Drop us a line:

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SUPERCHARGE YOUR FUNDRAISING



MOVEMBER®

CHANGING THE FACE OF MEN'S HEALTH