

MOVEMBER FUNDRAISING EVENT KIT

YOUR READY-TO-GO GUIDE TO RALLY YOUR MOVEMBER TEAM.



LET'S FACE IT

Movemberdoesn'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 JUST 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.



SET A TIME, DATE AND LOCATION

Kick off your Movember campaign 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 youarm them with the best supplies (razors, shaving gel...) 03

SPREAD THE WORD Build

hype, save the date and get excited for the month ahead. Movembercan help with this, we have templates you need. Create a poster. Email invites, Slack/Teams posts and social media notices.

04

GET THE SHAVE DOWN PARTY STARTED

Be sure to shoot some video content, snap plenty of pictures, and share your Shave Down on social media. Don't forget to Tag us @Movember_uk

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.



Download each document on the right

02

Customise 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

PRE-WRITTEN
EMAILS &
BANNERS
DOWNLOAD

Movemberisn'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 UK or Europe. Or even the North Pole. How far will you go for men's health?

SWEAT FOR DONATION



SET A BIG TEAM GOAL

You could walk from the distance of London to Paris or the distance from your HQ to Qatar for that World Cup tie in. Rally a big team and split the distance between you to make it manageable for all levels of fitness!

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.comcan manually update or sync their smartphone or fitness app to their Mo Space.

KEEP UP THE MO-MENTUM

Engage your team with regular updates throughout the Month. Have you completed your first 60km? How many more KM have you got left to go? Who was the biggest Mover of the week?



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

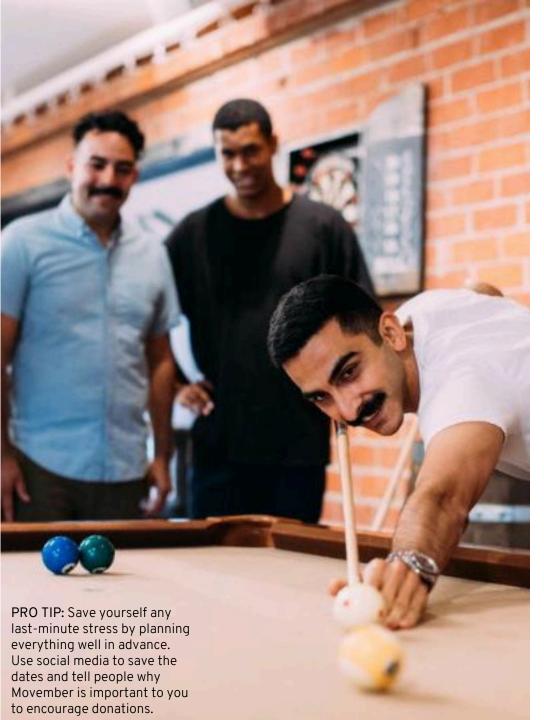
FITNESS APP

DOWNLOAD

PRE-WRITTEN EMAILS & BANNERS

DOWNLOAD





KEEPITSIMPLE

Whatever kind of shindig you plan, thesecret is simplicity. Pick an activity that's fun and easy, get your friends on board and collect donations. As long as you're having funand doing good, you're nailing it!

02

HOSTTHEMOST

Whylimityourself? Think about hostingyourevent more than once orHostaseriesof different events throughthemonth.

03

MAKEANEVENT PAGE

UseyourMoSpace to make an eventpage.Share the URL, track RSVPsandinvite people to donate directlytoyourevent page.

04

HAVEFUN, DOIN' GOOD

The fundsyouraise – and the fun you have-willhelp change the face of men'shealth. Be proud and KEY MO-MENT: TRIVIA NIGHT Recruit an awesome Quiz Master, secure some great prizes and charge £5 entry. Up the ante with bonus rounds, prizes and speed rounds. Why not throw a fancy dress theme in the mix? Download our trivia questions and top tips ready in our Mo Quiz Kit to get started.

MO MASTER QUIZ 2023

QUESTION SHEET

DOWNLOAD

ANSWER SHEETS

DOWNLOAD

PRE-WRITTEN EMAILS & BANNERS

DOWNLOAD



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

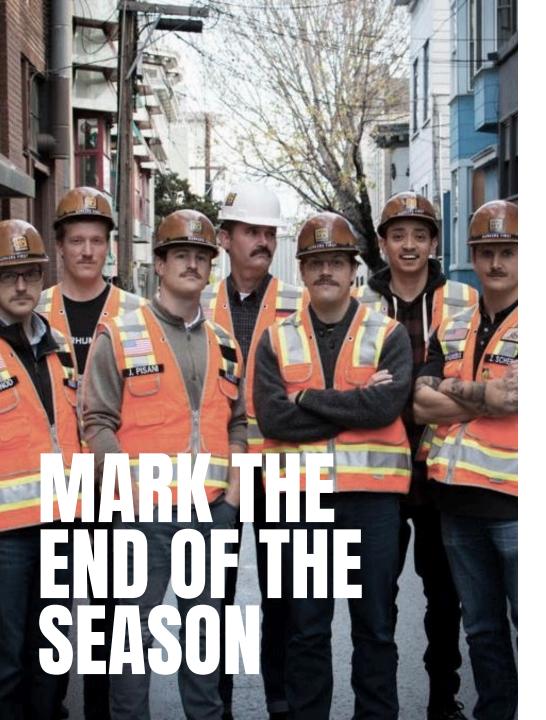
Select your award categories.
Then, nominate people for each category to decide the winners.
Either choose yourself or get everyone in the office involved and vote. Have fun and get creative!

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.



Download each document on the right

02

Customise each with your selected Mo awards category

03

Build hype and celebrate your Mo awards in style!

MO AWARDS TEMPLATES

DOWNLOAD

MO AWARDS

POSTER

DOWNLOAD

EMAIL Invite

DOWNLOAD

PRE-WRITTEN EMAILS & BANNERS

DOWNLOAD