



HOST TOOLKIT





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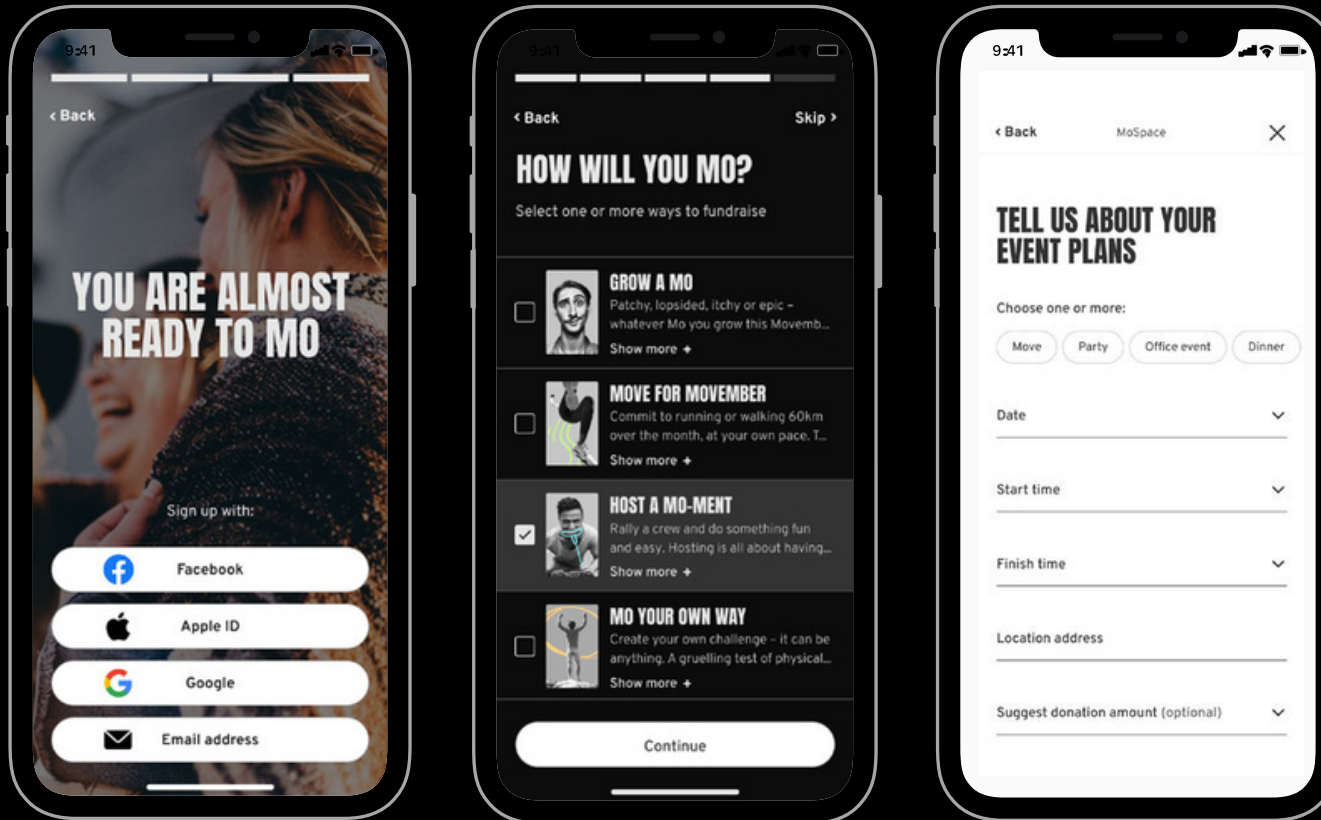


HAVIN' FUN, DOIN' GOOD

Men are dying before their time. But you can help save lives and bring about change.

Since 2003, with the funds you've raised, Movember has backed more than 1,300 projects around the world. From pioneering prostate cancer research and world-first mental health programs, to community-led initiatives that connect men and save lives. We've championed early intervention in mental health, improved how clinicians support men in distress, and helped more men – and the people around them – know how to act when challenges arise.

We've had a huge impact and we're hell-bent on making it even bigger. That's where you come in. Help change the face of men's health – rally a crew and do something fun and easy, virtual or in person. Host an event. And have a good time for a good cause.



READY SET MO

HOW TO HOST

- 01 Sign up via the Movember app or at movember.com**
Choose to Host this Movember.
- 02 Set up your Mo Space**
Set a fundraising target.
Write your motivation.
Upload a profile pic. Share!
- 03 Plan your event**
How will you rally the crew? Go with a classic – like a trivia night – or let your creative juices flow. This guide has plenty of ideas and inspiration.
- 04 Make an event page**
From your personal fundraising page (that's your Mo Space), go to 'Host', then choose 'Create event'. This lets you share all your event info in one place, track RSVPs, send event updates, and use your event's unique QR code to drum up donations. **Note:** Your Mo Space does not sell or manage tickets for your event. You can use a third-party app for that.
- 05 Make it count**
Ask friends, family and even local businesses to back your event by purchasing tickets, donating goods or sponsoring your shindig. Together, we can stop men dying too young.



PLANNING YOUR EVENT

BE THE HOST WITH THE MOST. START WITH THESE STEPS:

Brainstorm big

It could be a trivia night, a competitive gaming tournament or a Shave Down. Any way you can bring friends together, physically, or virtually, is a chance to raise much-needed funds for men's health. We've got ideas and inspo on the next page to help you get started.

Register your Event

Whatever kind of event you're planning, be sure to register it on the Movember app or at movember.com. That way we can help you with tailored info and assistance.

Set a budget

Every last bit you raise counts when changing the face of men's health. So aim for maximum funds for minimum cost. Start by checking if local businesses can offer their venue, goods or services – you miss 100% of the shots you don't take. You can also set a suggested donation for your guests. Hosting a picnic for a small group of friends, or a Shave Down for a large group? Ask for a donation per head – it'll likely be less than what your friends would spend on a night out, and it's for a good cause.

Hot tip: Aim for a 40:60 ratio of cost-to-profit.

Book a date

Leave plenty of time to plan and give your guests lots of notice to free up their schedules.

Build your guest list

It's true – the more the merrier when it comes to supporting men's health, but small groups can make a huge difference, too. Invite people using your Mo Space and social media.

Show your style

Decorations encourage donors to dig deep. So decorate your space. If you're hosting a virtual event, have some fun with a dress theme or virtual backgrounds.

Plan your donations

Once your event wraps up, decide how you'll send in donations. You can collect cash from guests and make a credit card donation, or write a check.



IDEAS AND INSPO FOR YOUR EVENT

PUT YOUR OWN SPIN ON THINGS OR TAKE SOME INSPIRATION FROM US:

Make a game of it

Challenge your friends to a winner-takes-all-glory backyard football or doubles tennis tournament. Donate to play, take no prisoners.

Gaming tournament

Challenge your friends to a gaming marathon or tournament. From Fortnite to Mario Kart, there's plenty of options to choose from.

Trivia night

Recruit an awesome trivia host, secure some great prizes and charge an entry fee. Up the ante with bonus rounds, speed rounds and prizes. Questions and tips ready to go in our **Mo Trivia Kit**. Trivia works just as well in-person or online.

Shave Down

Get the gang together on November 1st for a Shave Down. Have a barber on deck to bring out those baby faces. Host it in-person or virtually – or both.

The Mo factor

Hold a talent show or karaoke party. Pick the right team members, and your event could score a perfect 10.

Throw a 'stache bash

End of Movember means it's time to party. Invite your friends, family and supporters. Ask for donations as a cover charge, set up fun activities and thank everyone for helping you change the face of men's health.

Mo golf tournament

Hosting a golf tournament is a guaranteed way to have fun and do some good in the name of men's health. Choose a venue and format that suits – such as match play, alternate shot, or 4-person scramble (our favorite). You can also get local businesses or the club to sponsor the tournament and hold a raffle - a bigger carrot to draw more donations.

5K 'stache dash

Rally your friends, map out a 3.1 mi route, and hit the ground running! Charge a fee or have participants pledge a donation amount. Throw a post-run celebration with a raffle for more donations. Make sure you have first aid, permits, and volunteers ready so the day runs smoothly.



HOW TO ASK FOR SPONSORSHIP

An event sponsor can give your fundraising big time backing.

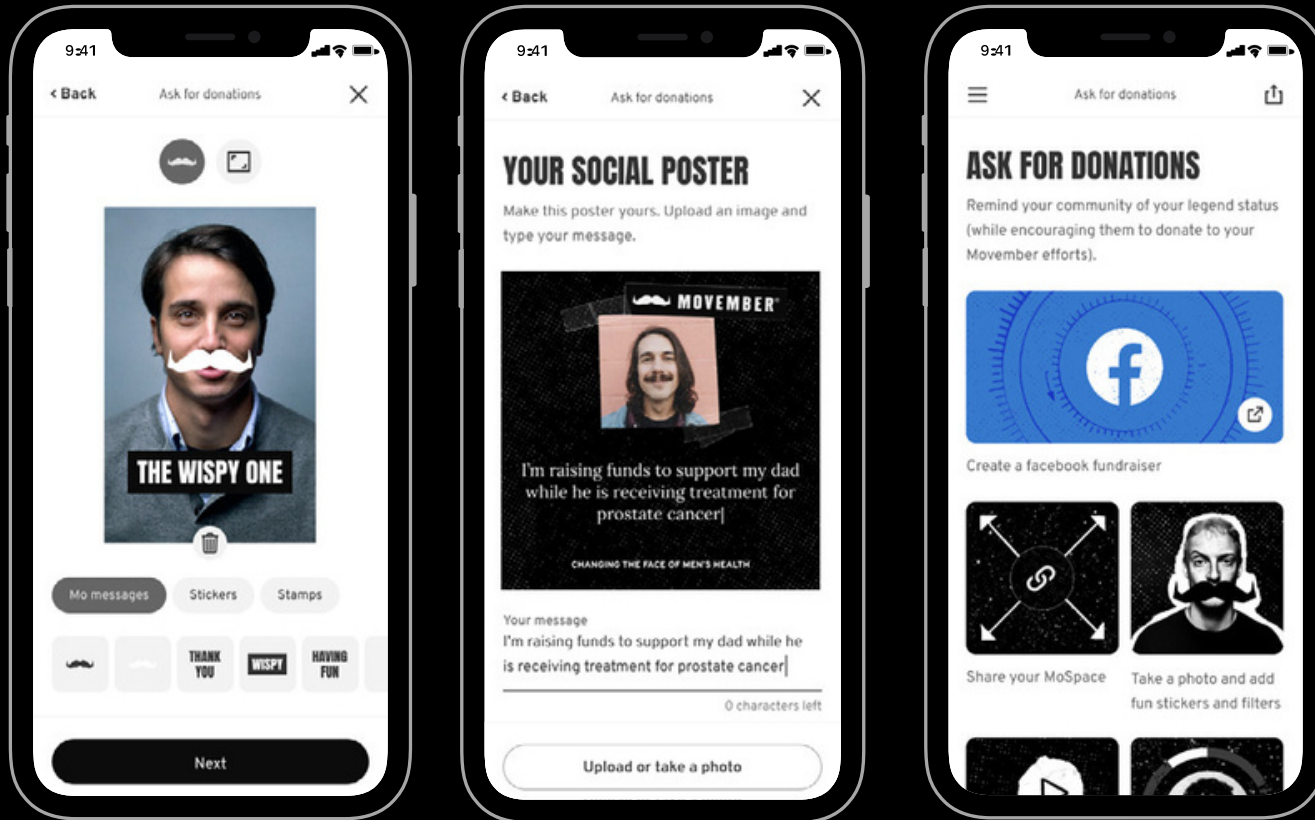
HERE'S HOW TO SECURE ONE:

- 01** A letter is best. Classic and sincere.
- 02** Address the person you're reaching out to by name. Acknowledge their role in the business and explain who you are, who you're writing on behalf of, and, of course, why you're getting in touch.
- 03** Explain what kind of event you're hosting. Include details like time, location and theme.
- 04** Don't be shy. Ask your questions with confidence. Be specific with the donation amount you're requesting. Communicate clearly that it's for a good cause (feel free to adapt the suggested message below). More often than not, you'll get what you ask for. Let them know how much your event hopes to raise, and the impact their donation would make.
- 05** It's important to highlight how supporting your event complements the sponsor's broader community goals, and how your goals align. Show them what's in it for them.
- 06** Highlight how the sponsor will be promoted at your event – give them options, if possible. Maybe it's posters on walls, a banner across the scoreboard, social media articles on your website and regular mentions throughout the month.
- 07** Include your contact information. The letter is your intro, but a follow-up call or meeting is where you'll lock down the details and secure your sponsorship.
- 08** Keep it short and sharp.

Adapt this message for a sponsor:

"I'm fundraising for Movember, the leading charity changing the face of men's health. Across the world, men are dying earlier than women, and for largely preventable reasons.

We're hosting X event on X date and we are looking for sponsors to help. We're looking for X product (or \$X to help offset costs. In exchange, we can offer you these benefits:"



YOUR HARD WORK GOES EVEN FURTHER WITH 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. Get the app from the App Store and Google Play.

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.

HOW TO SUPERCHARGE YOUR DONATIONS



Movember's own insurance won't cover your event or your participants, so please make sure everyone is covered.

Be aware of any insurance requirements if you're hosting an event on private property like a home, office or apartment building.

Check to see if any games of chance or skill need to be registered and/or supervised by official observers.

If you're hosting a fun run or outdoor sports event, you may also need approval if you're using public grounds or blocking off traffic for your route.

You may need to recruit first aid support for public physical events – your local ambulance volunteers may be available to help here.

We're here to help in any way we can, so reach out if you need a hand with legal, planning or fundraising tips.

CONTACT US

Got a question? Drop us a line:

Email info.us@movember.com

Phone (310) 450-3399

KEEPING IT LEGAL