



MOVEMBER®

WORKPLACE CASE STUDIES

INSPIRATION TO FUEL YOUR MOVEMBER IMPACT



LOOKING FOR INSPIRATION?

**WE'VE GOT
YOUR BACK**



Our handpicked case studies are your creative spark, featuring workplace campaigns that not only drove impact but also rocked the fun factor.

Whether you work at a startup, family run business, or a global powerhouse, this guide will give you the self-confidence to elevate your Movember game.

01

Easy to replicate ideas

02

Inspiration to dream big

03

Thought starters for your campaign

TOP 12 IDEAS THAT YOU CAN DO TOO



01

MOVE FOR MOVEMBER



Havas Health took an astronomical Move Challenge and collectively ran the circumference of the moon as a team in 30 days.

02

EXECUTIVE COMPETITION



These executives at Kijiji organized an incentive fundraising challenge that inspired staff participation by 250%

03

SHAVE DOWN



Get your workplace together for a shave down to kick-off the month.

04

MENTAL HEALTH FOCUS



ATB Bank's CEO hosted a company-wide talk on mental health with a Movember HQ Rep which had over 300 ppl in attendance.



“

There is still huge stigma attached to mental health in the workplace. The work Movember does to break down barriers, particularly with men, to get people talking about mental health is incredibly important.

Chris Grove - BDO LLP

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05

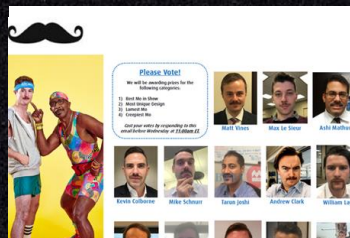
RALLY MO SISTERS



Like Pepsi did by creating a company wide Move challenge and handing out month-end awards for top Mo Sisters.

06

KEEP THE MO-MENTUM



Like BMO Capital Markets who send out fun weekly email updates with fundraising totals, upcoming events and moustache progress pics.

07

SHARE WHY YOU MO



The team at Ledcor recorded a simple video where teammates shared their personal motivations for participating in November. The video was circulated across the company.

08

GO BIG OR GO HOME



Ford Motor Company packed out a month of moustachioed activity by recreating iconic Mo photos, hosting internal Mo Awards, weekly guest speakers and a global Ford Motor challenge.

“

We raise funds by hosting auctions, poker parties, movie nights, fitness challenges, Happy Hours, Fun Runs – you name it. The Slalom teams get creative, and the local communities get involved to make it a super fun and educational experience.

Gary Bedell - Slalom

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09

LEVERAGE SOCIAL



Like Fort Modular who posted regular updates on their social media, spreading men's health facts and team progress.

10

GET COMPETITIVE



Like KPMG who rallied 18 of their offices to participate and challenged industry rivals to step up for men's health

11

MO'S AROUND TOWN



The team at BHP spread the men's health message by putting Mo's on company vehicles and buses.

12

WRAP UP IN STYLE



Host an end of month November Party like Twin Lions Contracting did. Invite your suppliers, clients, and celebrate your hairy efforts.



“

The camaraderie Movember has brought to the team is huge. It can be the culture change you're looking for to elevate your company to the next level.

Jason Anderson - Neptune Terminals

”

MOVE CAMPAIGNS

GYM SHARK

Movember Fitness Challenge

The outstanding efforts of GYMSHARK staff and athletes, along with the company's matching donation, led to an impressive total of £68,793 raised to date for men's health. Three ways they brought this to life:



COMPANY WIDE WORKOUTS

GYMSHARK organized 3 invigorating companywide workouts, fostering a sense of unity and camaraderie.

MILES FOR A CAUSE

160+ employees ran over 750 miles around GYMSHARK's Birmingham HQ in 24 hours to support the cause.

GLOBAL PARTICIPATION

Over 20 global offices joined the Move for Movember challenge, committing to walk or run 60km in a month.

ZURICH INSURANCE

60km Move Challenge

Zurich Insurance united offices for a Move for Movember challenge, showcasing the power of collective action for men's health. They challenged all employees to take the Movember Move challenge: walking or running 60km; which represents the number of men we lose to suicide globally every hour.



EVEREST STAIRMASTER

Over the course of 4 days, they used a stair master to simulate climbing Mt. Everest.

SEAMLESS TRACKING

Using mo.com, participants tracked their progress and built camaraderie in real-time.

MATCHING DONATIONS

Zurich Insurance donated \$60 per employee and matched all donations, doubling the impact.

WORKPLACE EVENTS

CIBC

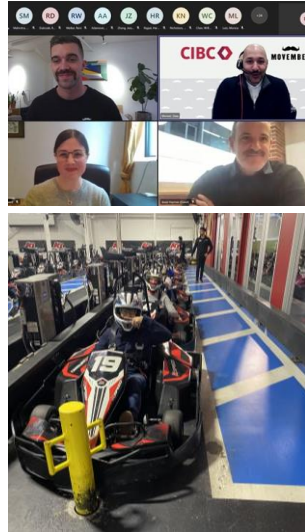
Havin' Fun, Doin' Good

Led by a small committee of Mo Bros & Mo Sisters, over 500 CIBC employees joined together in the name of men's health and along the way raised over \$370,000.

Throughout the month, CIBC hosted a series of engaging events:

- Go-karting tournament
- Mental health panel

Through their commitment to Movember, CIBC not only raises funds but also cultivates a culture of camaraderie, fun, and wellness within their workplace. By championing Movember, CIBC shows their dedication to making a positive difference in men's health.



TOPdesk

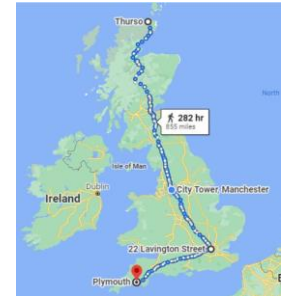
Going the distance

Over the past 10 years TOPdesk has gone above and beyond for Movember and men's health. At the core of the annual campaign is fun and lots of events, including:

- Bake sales
- Movie nights
- Bingo and games nights

In 2022, they even held a company move target of 1374km, which just happened to be the distance from one of their most northern customers, to one of our most southern customers.

Way to Mo, TOPdesk!



WORKPLACE COMMS

BHP Campaign Pamphlet

BHP distributed a simple pamphlet outlining Moverember events and participation steps at their Jansen site, effectively reaching employees who rarely use email.



Twin Lions Contracting Creative weekly emails

To keep the momentum rolling all month long, Twin Lions created weekly emails highlighting their teams progress to staff, suppliers and vendors. They highlighted:

- Epic staff fundraising efforts
- Upcoming Moverember events
- Team fundraising progress
- Moustache progress pics
- Silent auction details
- Health info + support resources

