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## EMAIL TEMPLATES

### Email template: Start of the month

<Insert name>,

This year I’m taking part in Movember to raise money for men’s health.

Movember has funded more than 1,250 men’s health projects. And with our support, it will continue to break new ground across mental health and suicide prevention, prostate cancer and testicular cancer.

<insert what you’re doing>

* That’s why I’m growing a Mo to start conversations about men’s health.
* That’s why I’m moving 60<specify miles or km>. That represents the 60 men we lose to suicide each hour, every hour across the world.
* That’s why I’m hosting an event <describe your event>.
* That’s why I’m taking on an epic challenge <describe your epic challenge>.

Together, we can create greater impact. So please help kick start my fundraising campaign at <insert your Mo Space link> – and let’s change the face of men’s health.

Head to [movember.com](https://movember.com/) for more information.

### Email template: Mid-month reminder

<Insert first name>,

Mid-Movember is here which means I’m halfway through my mission for men’s health. Raising donations for life-changing men’s health initiatives across mental health and suicide prevention, prostate cancer and testicular cancer.

<insert what you’re doing>.

* On top of that, I’m growing a Mo to start conversations about men’s health. <insert a photo>
* On top of that, I’m moving 60<specify miles or km>. That represents the 60 men we lose to suicide each hour, every hour across the world. <say how you’re going>
* On top of that, I’m hosting an event <insert your event or how it went>.
* On top of that, I’m taking on an epic challenge <insert your epic challenge or how it’s going>.

Help me reach my target at <insert your Mo Space link> – and help change the face of men’s health.

Head to [movember.com](https://movember.com/) for more information.

### Email template: End-of-month push

<Insert first name>,

That’s a wrap! The month formerly known as November is finishing. Thanks to people like you, I raised <insert amount raised>!

Your donation helped me hit my target. It’ll make a huge difference to countless lives by backing groundbreaking health projects that will stop men dying too young.

<insert what you did>

* Also, your support spurred me on as I grew a Mo to start conversations about men’s health. <insert a photo>
* Also, your support spurred me on as I moved 60<specify miles or km>. That represents the 60 men we lose to suicide each hour, every hour across the world.
* Also, your support spurred me on as I hosted an event <insert your event or how it went>.
* Also, your support spurred me on as I took on an epic challenge <insert your epic challenge or how it went>.

Best of all, it’s not too late to make a difference. Help me smash my target with a final donation at <insert your Mo Space link>.

Thanks so much for all your help.

Visit [movember.com](https://movember.com/) for more information.

### Email template: Afterwards, thank you email

<Insert first name>,

It couldn’t have been done without you. Thanks so much for contributing to my Movember fundraising efforts!

I raised <insert amount raised> – which will fund groundbreaking projects across mental health and suicide prevention, prostate cancer and testicular cancer. That’s on top of the 1,250 men’s health projects Movember has already funded.

Your support will make a real difference. Thank you again.

<insert name>

<insert your Mo Space link>

Visit [movember.com](https://movember.com/) for more information.

## SOCIAL POST TEMPLATES

### Social template: Short text

* Buckle up! I’m going big and bold for #Movember. Raising funds for men’s mental health and suicide prevention, prostate cancer and testicular cancer. Will you back me with a donation? <insert your Mo Space link>
* Will you back me with a donation? I’m supporting men’s health and raising money for #Movember. Help me get there with a donation? Every bit, big or small, funds groundbreaking men’s health projects. <insert your Mo Space link>

### Social template: Longer text

* I’m fundraising for #Movember, the leading charity changing the face of men’s health. Globally, men die on average six years earlier than women, and for largely preventable reasons.

Movember is tackling the biggest health issues faced by men – prostate cancer, testicular cancer, and mental health and suicide prevention. In fact, since 2003, Movember has funded more than 1,250 men’s health projects.

Back me with a donation and we can stop men dying too young. <insert your Mo Space link>

### Social template: Growing a moustache

* I’m growing a Mo for #Movember. I want to donate and start conversations for men’s health. Will you chip in and support me? <insert your Mo Space link>
* There’s no stopping this mo. I’m growing it to help change the face of men’s health. Help me get there by donating to #Movember. <insert your Mo Space link>
* Why the mo? Because it gets us talking about men’s health – and leads to even greater change. Donate to #Movember. <insert your Mo Space link>

### Social template: Moving for Movember

* I’m running 60 <specify miles or km> this Movember for the 60 men we lose every hour to suicide. Donate to help change this number. <insert your Mo Space link>
* Globally, we lose a man to suicide every minute. That’s why I’m running 60 <specify miles or km> this Movember for the 60 men we lose every hour. Can I count on your donation? <insert your Mo Space link>
* Movement helps men’s health. So I’m running 60 <specify miles or km> this Movember. One for each man suicide takes every hour. Every donation makes it even more worthwhile. <insert your Mo Space link>

### Social template: Hosting a Mo-Ment

* Men are dying before their time. But you can help change that. I’m hosting <insert your event> this #Movember to raise money for men’s health. Can I count on your support? <insert your Mo Space link>
* I’m rallying a crew for #Movember this year. We’ll be <insert your event>. We’ll have a good time, for a good cause. Are you with us? <insert your Mo Space link>
* Men’s health needs space for support and safety. So let’s make it happen. I’m hosting <insert your event> for #Movember to raise funds and awareness. Come along and show support. Donate now <insert your Mo Space link>

### Social template: Mo Your Own Way

Given that every Mo Your Own Way challenge is unique, you’re encouraged to make it as personal as you like. Here are some typical posts to get you thinking.

* I’m cycling from the capital to the coast to support #Movember and men’s health. Will you donate? <insert your Mo Space link>
* This #Movember, I’m taking on a gruelling test of physical endurance to raise funds for men’s health. Can I count on your donation? <insert your Mo Space link>
* Support my epic fundraising challenge for #Movember and men’s health. I’m going all out. Are you in? Donate and support me. <insert your Mo Space link>
* I’m taking on the Mo Your Own Way challenge this #Movember. I’m doing my bit to help raise funds and awareness for men’s health. Will you? <insert your Mo Space link>