



MOVEMBER®

MOVEMBER X CORPORATE SUPPORT

GET THOSE UP-TOP BEHIND YOUR CAUSE



YOUR BLUEPRINT FOR

GETTING CORPORATE SUPPORT

The top 1% of Movember Teams had this in common...they all had corporate support.

Getting help from up-top can be a game-changer in how much (1) funds your organisation raises, (2) people you recruit to your team and (3) the impact you can make on men's health.

If you want to go big for men's health, then this guide is for you. Don't forget that we're here to help too so reach out if you want to make this ask together.

CORPORATE SUPPORT ACTS AS ROCKET FUEL FOR YOUR CAMPAIGN.

Take a second to imagine the impact if:

Your fundraising was doubled (or tripled!) by a corporate dollar match.

Your CEO or Director made an announcement pledging their support and encouraged the whole organisation to join you

You were given budget to host a month-end wrap up party for the entire office

Your communications team helped promote and share Movember mental health messages internally

WHO TO ASK

Knowing who to ask, how they can help, and what motivates them can increase your impact on men's health amount by leaps and bounds.



SENIOR LEADERSHIP

WHY

Movember is a natural team builder. Rallying behind an important cause brings people closer together and builds camaraderie.

HOW THEY CAN SUPPORT

Join your team and fundraise.

Challenge other leaders to join them.

Raise the stakes and create an executive challenge.

Help promote and get support from other regions or offices.

Provide budget for prizes and events.

COMMUNITY INVESTMENT TEAM

WHY

Your Movember efforts are bringing people together to make positive change. Supporting your efforts looks good for the company.

HOW THEY CAN SUPPORT

Write a corporate cheque in support.

Commit to dollar match employee fundraising efforts.

Help promote your campaign through internal communication channels.

Offer company incentives to increase participation.

HR / EMPLOYEE WELLNESS

WHY

Supporting employee wellbeing will boost moral, increase productivity and improve retention.

Movember is a fun way to encourage employees to focus on their health.

HOW THEY CAN SUPPORT

Host a men's health panel event, lunch-and-learn or mental health workshop.

Share Movember men's health and mental health resources

Help coordinate a 30-day Movember physical activity challenge to get your company moving.



IT'S TIME TO ASK

**SUGGESTED
EMAIL COPY**

Here's a guide to what you could say. Don't be afraid to make it your own and add in your why.

Remember, you miss 100% of the shots you don't take. So let's get to it.

Hi **XX**,

I'm planning on leading a Movember campaign within our office this year. I see this as an opportunity to unite our company for 30 days of having fun and raising the profile of men's health.

Movember is the world's leading charity changing the face of men's health. The organisation focuses on three key areas: mental health and suicide prevention, prostate cancer, and testicular cancer.

The month is an important opportunity to hero men's health and people of all genders can get behind the campaign. It's much more than just growing a moustache and there are plenty of other ways to get involved. Healthier men means a healthier world for all of us.

It may be ambitious, but this year we've set a goal to rally **#** employees from across the business to raise **\$**. I'm reaching out to understand what help the business can offer. Is there an opportunity to support with a corporate donation or dollar match, assistance with an email to staff or even an endorsement from a senior leader?

I'd love the opportunity to chat around what's possible.

Thanks,

“

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

“

The camaraderie it's brought to the team is huge. There's a genuine spark that happens here in November. It can be the culture change you are looking for to elevate your company to the next level.”

JASON ANDERSON
NEPTUNE TERMINALS

“

Men's health is a cause that we can talk about year long. I hope every employee took something away from the conversations and reading material that can be applied to caring for family members.”

SCOTT BRATTLY, VP TALENT
LEDCOR GROUP

**OTHERS
WHO'VE MADE
IT HAPPEN**

