## Email #1: Movember - Stop Men Dying Too Young

**PURPOSE: First movember reminder  
DATE: October 10th**

Hey everyone!

As you may already know, I’ll be Growing a moustache in support of Movember to raise funds and stop men dying too young. **Will you join me?**

Getting involved is easy, and I’d love to have you on board. Just follow the link:  
[link to your team page]

Last year, our team had loads of fun, and managed to raise over $XXX with our hairy efforts. Not bad, huh?

This Movember, we want to up the ante and get as many people involved as we can. I’m looking at all of you! Whether you’re a man or woman, anyone can get involved – raising funds and awareness for all the dads, brothers, sons and mates in our lives.

**There are three ways to get involved:**   
  
**1)** **Grow a moustache –** Be a billboard for men’s health for 30 days   
**2)** **Move 60 kilometres** – Commit to walking or running 60 kilometres over the month. That’s 60 kilometres for the 60 men we lose to suicide each hour, every hour – the men who should still be here today.   
**3)** **Host a Mo-ment** – Raise funds by doing what you already get a kick out of. Get your friends together for a Mo-ment.

As for me? I’ll be [Growing a Mo/ Moving 60 kilometres / Hosting a Mo-ment]. No matter what you choose to do for men’s health, I hope to have you on board.

Getting involved is the least we can do to support the men we love. They’re facing a global men’s health crisis that isn’t being talked about. From prostate cancer to testicular cancer, mental health and suicide, the men in our lives need our help.

We're in this together. So get excited, let’s have some fun, and please spread the word!

Feel free to reach out if you have any questions.

Yours in moustachery,

[Captain name]

## Email #2: Movember – a little bit of luxury

**PURPOSE: second movember reminder to sign up   
DATE: October 17th**

Hey there, it’s me again!

As a wise man once said, “every man deserves a little bit of luxury.”

Yes, I’m referring to a moustache.

A whiskery-wonder that screams self-confidence. A ticklish lip-topper that makes coffee taste sweeter. A unique identifier that tells every person you pass, “I’m changing the face of men’s health.”

This Movember, will you welcome yours into the world?

Of course, if an lip warmer isn’t your style (although, I’m not sure why it wouldn’t be) – you can choose to Move 60 kilometres for men’s health, or Host a Mo-ment (that’s a Movember style event) instead.

To show my support for men’s health, this year I’ll be heading up a Movember team.And I’d love you to be a part of it. Signing up is easy. Just follow this link:

[link to your team page]

No matter what you commit to this Movember, you can stop men dying too young. Need proof? Watch this 90 second [video](https://www.youtube.com/watch?v=VQY_HHGqivk&t=6s) for Mo’spiration.

So go on. Join us. This is your chance to have a real impact on men's health.

Yours in moustachery,   
  
[Captain name]

## Email #3: Movember is coming…

**PURPOSE: third movember reminder to sign up   
DATE: October 24th**

Hey gang,

Can you feel it in the air? Has your upper lip started to tingle too?

That’s right, our time to shine is almost here. Moustache season (aka Movember) is upon us.

To those of you who have already joined the team on movember.com – well done!

To those who aren’t quite sure how to go about it, I’m here to help. Joining up is easy. Just follow this link:   
[ link to your team page ]

By doing so, you’ll become part of a global movement of men and women who are taking action and helping men live happier, healthier and longer lives. To get started all you need to do is:

1. Sign up at movember.com
2. Join my team ‘Team name’ [link to your team page]
3. Customize your profile (Add a profile picture and Mo-tivation)
4. Choose how you want to support the cause:
   1. **Grow:** Grow a handsome moustache.
   2. **Move:** Walk or run 60 kilometres for the 60 men we lose to suicide each hour.
   3. **HOST:** Raise funds by doing what you already get a kick out of.
5. Head to movember.com to arm yourself with some Mo wisdom and men’s health facts. Share that newfound knowledge whenever anyone asks you why you’re getting involved in Movember.
6. Ask friends, family, and co-workers to support you and help stop men dying too young by donating to your Mo Space.

At the end of the month, we’ll all get together to celebrate our hairy journey, look back on our success and hand out some awards for best (and worst!) moustaches.

If you have any questions, feel free to send me a note. The most important thing about Movember is to have fun while doing good. So, enjoy the journey!   
  
Thanks for joining me. Together we can help stop men dying too young.

Mo on!   
  
[Captain name]

## Email #4: on your mark, get set, MO!

**PURPOSE: fourth and final movember reminder to sign up   
DATE: October 31st**

Ladies and gentleman (or should I say Mo Bros and Mo Sistas),

Tomorrow marks the beginning of our hairy quest to stop men dying too young. It’s the day that hundreds of thousands of men across the globe will unleash their upper lip potential – becoming true champions for men’s health along the way.

For those not Growing Mo’s, there’ll be just as much action. From Moving 60 kilometres throughout the month, to Hosting a Mo-ment by gathering friends. Tomorrow, it’ll all begin with a bang.

If you’ve already signed up to my team at movember.com, I salute you.

Not on board yet? Now’s your chance to get involved. Signing up is easy. Just follow this link:   
[link to your team page]

Why? Well, as you may already know, men are dying too young.

Gender is one of the most consistent predictors of health and life expectancy. For men, this isn’t good news. Globally, men die nearly 6 years earlier than women. Worst of all, there’s no biological reason why.

The good news is, this Movember you have the opportunity to raise funds and awareness for all the dads, brothers, sons and mates in your life. I’ll be [Growing a Mo/Moving 60 kilometres/Hosting a Mo-ment] to raise funds and awareness for the big men’s health issues: prostate cancer, testicular cancer and, mental health and suicide prevention.  
  
Here’s how you can jump aboard:

1. Sign up for [team name] here: [link to your team page]  
 2. Make your profile a knock-out (add a profile photo, write your Mo-tivation and share it on social

media).

It’s really that easy.

Remember to have a look around movember.com while you’re at it. There are loads of stats, facts and cause-related info to help you on your hairy journey. The more you know, the better prepared you’ll be to Mo.

Thanks again for your support, team. Together we can stop men dying too young.

See you in Movember!

Long live the moustache.  
[Captain name]

## Email #5: moustache season is open

**PURPOSE: provide tips & tricks to kick off the month   
DATE: Movember 1st**

Happy Movember 1st!

Our moment of greatness has finally arrived.

Mo Bros and Mo Sistas, today marks the beginning of our hairy journey together. Yes, today the month of Movember (the month formerly known as November) begins.  
  
For the next 30 days, we’ll Grow our Mo’s, Move towards our 60 kilometre targets and Host Mo-ments by gathering friends – raising funds and awareness for prostate cancer, testicular cancer, mental health and suicide prevention along the way.   
  
Most importantly, we’ll start sparking conversations around men’s health. And last but not least, we’ll have some fun, doin’ good.

Before you set out to stop men dying too young, here are a few tips on how to get your Movember started:

1. **Prep your Mo Space**  
   Take the time to personalize your page. This is your fundraising headquarters – so update your profile picture, write your Mo-tivation and customize your URL to make it easy to share around when asking for donations.
2. **Rally more Mo's**  
   Two (three, four, five, six…) Mo’s are better than one. Rally your friends, family and co-workers to Grow a Mo, Move 60 kilometres, or Host a Mo-ment by gathering friends) alongside you. If we all recruit one more team member today, our team doubles in size. Simple! For the newbies you call on board, be sure to let them know – starting a few days in is no big deal.
3. **Donate to yourself**Put your money where your mouth (and Mo) is. We’re in this to raise funds and awareness for men’s health, so lead by example and back yourself first.
4. **Spread the word**You’re part of a global movement of Mo Bros and Mo Sistas dedicating to changing the face of men’s health. Add a Movember tagline to your email signature and include a link for people to sign up to our team.
5. **Thank your donors**  
   Be sure to thank the people supporting your Movember journey. Doing so on social media is a great way to show your appreciation while encouraging other potential donors to follow suit and support your endeavours. It’s a win, win.

Once again, thanks for being a part of the team. You’re a legend.  
  
Mo on!

In hairy solidarity,

[Captain name]

## Email #6: things are getting hairy

**PURPOSE: mid-month motivation & fundraising tips   
DATE: Movember 15th**

My Mo Bros and Mo Sistas,

We’re officially at the Movember half-way mark!

I’ve looked through the Mo Spaces in our team, and there are some incredibly good-looking Mo’s, legendary Movers, and top-notch Hosts out there.  
  
For the Mo Growers, your Mo’s should now be exiting the awkward phase (I can hear your sighs of relief!) and shaping into the strong, confident Mo’s they were born to be. Well done.

For those still struggling to muster up those whiskers, stay strong!

Though we’re only half way through the month, I couldn’t be more thrilled to share how far we‘ve come.

With [insert number] Mo’s on our team, we’ve now raised over $XXXX.

I’d like to make a special shout-out to the team fundraising leader, <name> who has already raised $XXX. Incredible effort!

In second and third place, <name> and <name> are not far behind – having raised $XXX & $XXX respectively.

Despite the (already) great results, let’s keep the Mo’mentum going.

My challenge to you all? Aim to double your fundraising totals.

I know it’s a big task. But we’re here now, so why not go for it? Give it your best shot. You may be surprised by how deep your supporters will dig to stop men dying too young.

Here are some fresh fundraising ideas from my secret stash:

* **INCENTIVES**  
  Offer your friends and family incentives in exchange for donations. For every donation of $X you can offer: a drawing, personalized video, massage, home-cooked meal – the list goes on. Think outside the box.
* **GO FOR A BIG GOAL**  
  Set a fundraising goal you’ll be proud to shout about, and offer friends and family something in return when you reach it. If you raise $X by a certain day you will: get a perm, rock a Mo-hawk, let your donors choose your moustache style, dye your moustache, or wax your moustache off at the end of the month (ouch! But well worth the pain).
* **THANK PUBLICLY**  
  Make sure you say a hearty ‘thanks’ to all your donors. What’s more, if you do it on social media you’ll have the chance to inspire others to donate, too.

The truth is, no matter how your Mo is looking, your Moves are tracking, or your Hosting is going – you’re part of a global movement, creating real, positive change in men’s health. That’s something to be proud of.

Put simply, you’re a Mo Legend.

With Mo love,

[Captain name]  
\

PS. Feel free to use the below email template to rally up donations. It’s the easiest way to spread the word.

*Hey there!,*

*This Movember, I'm [Growing a Mo/Moving 60 kilometres for the 60 men we lose to suicide each hour/Hosting a Mo-ment by gathering friends] to raise funds and stop men dying too young. I could really use your support:*

*< Insert your personal Mo Space page link >*

*The Movember Foundation is tackling some of the biggest health issues faced by men – including prostate cancer, testicular cancer, mental health and suicide prevention. Support the cause, and you can help us change the face of men’s health.*

*Thanks in advance for your Mo support!*

[Your name]

## Email #7: Movember: You look fantastic

**PURPOSE: final encouragement for final week   
DATE: Movember 24th**

Hey Mo’s,

It’s that time of the year, my Mo Legends. We’re in the final stretch of Movember!

Our team’s moustaches are in full bloom, our Movers clocking up their kilometres, and our Hosts are a’ Hosting. Congrats on everyone’s efforts so far.

With [number] Mo’s in our team, tallying a total of $XXXX so far, we’re a strong, hairy force to be reckoned with.

On the top of our leaderboard is <name>, who has accumulated a whopping $XXX. Well done!

Close behind, in second and third place are <name> and <name> – who have raised $XXX and $XXX respectively. Legendhairy.

Now for the question on everybody’s fuzzy lips. Who will take home the top fundraising prize? Only time will tell.

For now, it’s time to show off your Movember progress! Share photos of your moustache, updates on your Moves, and stories from your Mo-ments. This is your final fundraising push to friends, family, colleagues, neighbours – whoever!

While you’re getting the word out, feel free to send across any other pictures or stories you’ve collected on your Mo journey. I’d love to see them and pass them on to our supporters.

As always, please let me know if I can help with anything.  
  
Otherwise, Mo on!

[Captain name]

## Email #8: Movember: our hairy journey together

**PURPOSE: wrap up & thanks   
DATE: december 1st or 2nd**

Hey Mo Heroes,

Just like that, another Movember has come to an end. What an effort we’ve made, and impact we’ve had!

Keen to see the proof? Here’s a snapshot of what our mighty Mo team managed to accomplish this year:  
  
<insert team name>   
<Insert # team members> Mo Bros and Mo Sistas  
$<Insert Funds Raised> raised  
  
Now for the announcement you’ve all been waiting for. Cue the drum roll. Here are our team’s top three fundraisers:  
  
 <Insert 1st Fundraiser> - $<Insert Funds Raised>  
<Insert 2nd Fundraiser> - $<Insert Funds Raised>  
<Insert 3rd Fundraiser> - $<Insert Funds Raised>

I think I’ve got something caught in my eye. What an effort! The funds you raised will help Movember stop men dying too young – contributing to groundbreaking projects in prostate cancer, testicular cancer, mental health and suicide prevention. Now that’s something to be proud of.

Please be sure to thank your donors and supporters for helping us change the face of men's health.   
  
While the hairiest of months has officially come to a close, your family and friends can still show their support by donating at movember.com. Go on and make a final call out.

Aside from the moustaches Grown, the Moves made, and Mo-ments Hosted – our team’s efforts are inspiring life-changing conversations about men’s health. These chats are empowering men to take action and break down stigmas – in many cases, saving lives. Something every Mo Bro and Mo Sista should be very proud of.   
  
We’ll never know how many lives we’ve changed or saved, but we certainly can hold our heads high. This Movember, we teamed up to stop men dying too young.

Here’s to you, [Team Name] Mo’s! Thanks again for your amazing month-long efforts.

Until next Movember!

[Captain name]