



MOVEMBER®

HOW TO HOST A VIRTUAL EVENT

MOVEMBER IS COMING

And while the world looks a little different, our men's health mission hasn't changed. We're still hell-bent on having fun and doing good – for those hosting an event, all it takes is a virtual spin on your plans and ideas. The best part? Virtual events are easy to organize, cheap to run and you can go in your slippers – what's not to love?

HERE'S HOW TO PULL OFF A VIRTUAL EVENT WITHOUT A HITCH

VIRTUAL SHAVE DOWN

- 01 Choose your virtual platform (FaceTime, Zoom, Facebook, Houseparty).
- 02 Use your Mo Space to create an event page, so your friends and family can RSVP and donate easily.
- 03 Recruit an MC – keep your audience entertained with sports-like commentating on each shaver's technique and execution.
- 04 Get yourself set up so that your audience can see what you're doing – good lighting, nice angles etc.
- 05 Remind your audience why you're fundraising for Movember. Sharing your story is always a powerful motivator for people to donate.

VIRTUAL SCAVENGER HUNT

- 01 Create an event page using your Mo Space – this allows everyone to RSVP and donate in one place.
- 02 Organize prizes and recruit an MC to keep track of scores.
- 03 To kick off each round, the MC will announce which item to search for.
- 04 Participants will turn off their cameras and begin their search. The first person to turn their camera back on with their item in view wins 10 points. Award 3 points to everyone else who finds the item.
- 05 Play between 5 and 10 rounds.
- 06 Be sure to remind everyone throughout the game why you're fundraising for Movember and invite them to donate.

VIRTUAL TALENT SHOW

- 01 Choose your virtual platform (Zoom, Google Meet etc.) Our hot tip: pick one that allows you to customize your background.
- 02 Create an event page using your Mo Space and invite attendees nice and early. An event page allows people to RSVP and donate in one go. Include which virtual platform you're using so everyone has time to set up an account.
- 03 Secure some prizes and recruit an MC.
- 04 Ask each attendee to showcase a talent, whether it's belting out a show tune, juggling, doing a headstand – whatever! Fun, silly, wild, weird – all talents are welcome.
- 05 Remind everyone throughout the event why you're fundraising for Movember and call for donations by sharing the event page URL and QR code. (You'll find your QR code on your event page; all players need to do is hold their camera over the code to be taken directly to a donate page – easy!)



Remember, we're always here to help. If you need inspiration, tips or want to chat through ideas, just shout out: info.ca@movember.com.