



**MOVEMBER®**

# **MOVEMBER** **COMMUNICATIONS** **GUIDE**

TOOLS TO SPREAD THE WORD.



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This guide is your one-stop shop for key Movember resources that make engaging and communicating with your workplace as easy as ever.

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# EMAIL TEMPLATES

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click here!



[DOWNLOAD HERE](#)



#### EMAIL TEMPLATE 1: THE HAIREST TIME OF THE YEAR IS FAST APPROACHING

SUGGESTED TIMING: OCTOBER 10 (OR AFTER YOU REGISTER YOURSELF AND CREATE A TEAM)  
KEY MESSAGING: BUILDING EXCITEMENT & ANNOUNCING YOUR 2022 CAMPAIGN.

*[Greeting],*

It's fast approaching that time of year again.

That magical time when Tom Selleck passes you on the streets in the morning, Ted Lasso gets in line beside you at lunch and Chris Hadfield joins your afternoon meeting.

That's right – Movember is almost here!

This year, *[Insert team name]* is looking to grab Movember by the handlebars and make a serious contribution to a cause that impacts us all: men's health. Did you know:

- 75% of suicides in Canada are by men.
- 1 in 8 Canadian men will have prostate cancer in their lifetime.
- Testicular cancer is the #1 cancer for young men (aged 15-39)
- Globally, men die 4 years earlier than women (*that's 352 lost weekends... what would you do with that time?*)

Not everyone loves a [moustache](#) but we ALL have men in our lives that we care about. This is our chance to show them our support and raise a few bucks for a cause that gets little attention.

#### GET INVOLVED:

Getting involved is easier than ever and I'd love to have you all join us (yes, that includes you Mo Sisters!). Below are simple steps to get started.

1. Sign up and create a profile on [mo.com](#)
2. Visit our team page [here](#) *[Insert team page]* and click "Join this team"
3. Congratulations! Prepare to soak up all the good vibes that come with doing a bit of good in the world.

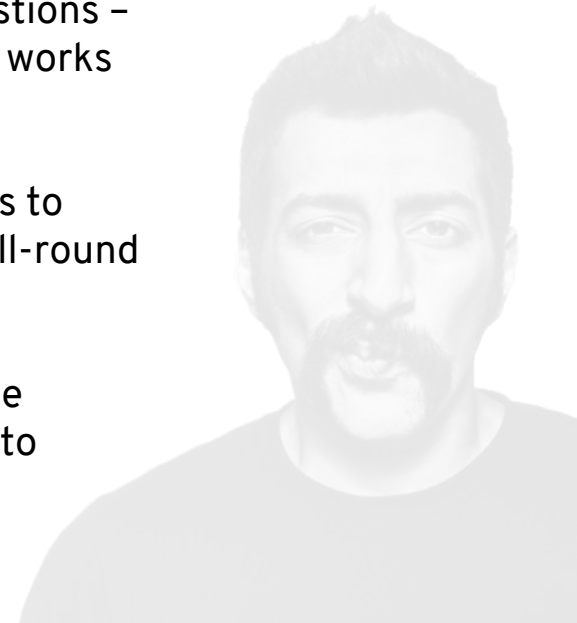
Can't grow a moustache? Don't let that stop you! There are many ways to get involved, which includes the Movember 60km Move challenge (which is for everyone!).

# EMAIL TEMPLATES

8 ready-to-use emails to help launch your Movember campaign, rally people to your team and keep the mo-momentum rolling all month long.

## THINGS TO NOTE:

- We designed these to be sent from as early as September, all the way through to December.
- The dates mentioned are purely suggestions – feel free to send your emails whenever works best for you.
- We encourage you to edit the messages to reflect the needs, goals, strategy and all-round vibe of your audience.
- Feel free to use as many or as few of the templates as you'd like – they're yours to make your own.



# EMAIL TEMPLATE CALENDAR

#	SUBJECT LINE		WHEN TO SEND	KEY MESSAGING
1	The hairiest time of the year is fast approaching!	<a href="#">DOWNLOAD</a>	October 10 <sup>th</sup>	Building excitement & announcing your 2022 campaign.
2	On your mark, get set, Mo!	<a href="#">DOWNLOAD</a>	October 25 <sup>th</sup>	Inspiring and recruiting your colleagues to join the team.
N/A	Welcome to [Insert Team Name]	<a href="#">DOWNLOAD</a>	<i>Once a teammate registers</i>	Make new teammates feel welcome + share simple tips.
3	All aboard the Mo train!	<a href="#">DOWNLOAD</a>	November 1 <sup>st</sup>	November 1 <sup>st</sup> launch email
4	Things are getting hairy	<a href="#">DOWNLOAD</a>	November 8 <sup>th</sup>	Celebrate your team's progress and support to date
5	Halfway there...let's keep in Mo'ing!	<a href="#">DOWNLOAD</a>	November 15 <sup>th</sup>	Mid month update + encourage and motivate team
6	Time for a legendhairy final push	<a href="#">DOWNLOAD</a>	November 24 <sup>th</sup>	Fundraising tips and the final push for November
7	As we go on, we remember, all the Mos we grew together	<a href="#">DOWNLOAD</a>	December 2 <sup>nd</sup>	Celebrate your hairy journey and acknowledge teams efforts.

click here!



[DOWNLOAD HERE](#)

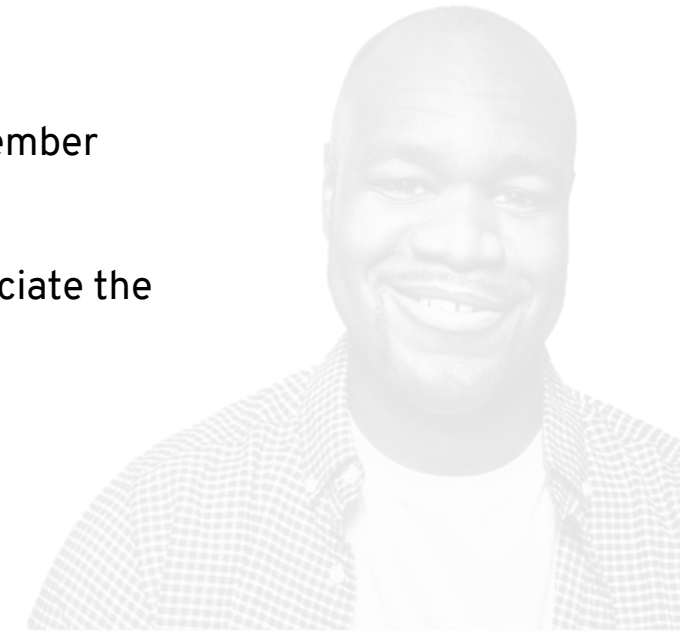
# \*ADVANCED EMAIL STRATEGY GUIDE

## OPTIONAL RESOURCE

This guide dives into each of the 8 email templates and provide additional context around what your messaging can include, call-to-actions (CTA) and some additional campaign ideas to consider.

## THINGS TO NOTE:

- This document is for all you Movember keepers out there (:
- Not essential, but you may appreciate the additional context and CTA info



**1 MONTH TO MO!**

When to send: October 1, 2022

**EMAIL 1 - KEY MESSAGING**

Your communications in this email should focus on exciting, educating, & recruiting your workplace for the 2022 Movember campaign.

**What Movember is and how you can get involved this year!**

- Explain what Movember is by introducing our background and our 3 cause areas: Mental Health & Suicide Prevention, Prostate Cancer & Testicular Cancer.
- Explain how your colleagues can get involved - they can donate to your team or page or join the fun by Growing, Moving and Hosting throughout the month.

**It's time to join our team!**

- Call out for people to join your Mo Team - Attract those who can help you to spread the word far and wide and try to get your senior management team involved.
- Have a call to action and ask for a commitment - Ask your colleagues to sign up and register officially as part of your team. Share a link to your company's page and explain just how easy it is to join your organisation's fundraising efforts! 'Your colleagues can simply click to 'join this challenge' or 'join this team' and enter some personal details to get registered, it takes just 5 minutes to become part of something incredible and life-saving!

**Email Template 1: The hairiest time of the year is fast approaching!**

**KEY ACTIONS FOR TEAM CAPTAINS**

**Get Your Teams Set Up**

- Create your teams on [movember.com](#) if you haven't done so already. We can help with this!
- Distribute the page internally to get your team members registered and ready to go - the earlier the better!
- If you took part and supported Movember in 2021, you can re-activate your old team pages by simply logging in with your email address and old password, then your page is ready to go - Easy!

**IT'S MO TIME!**

When to send: November 1, 2022

**EMAIL 1 - KEY MESSAGING**

Your communications in this email should focus on being encouraging and getting them excited for the month ahead.

**It's Mo Time!**

- Thank your colleagues for their support and encourage them to continue to support the cause.
- Encourage your colleagues to get involved in the month ahead.
- Encourage your colleagues to get involved in the month ahead.

**Remember to Mo-Be-Be-Be!**

- Encourage your colleagues to get involved in the month ahead.
- Encourage your colleagues to get involved in the month ahead.

**Email Template 1: It's Mo Time, so everyone, let's Mo and be together!**

**KEY ACTIONS FOR TEAM CAPTAINS**

**Encourage your team member**

- Encourage your colleagues to get involved in the month ahead.
- Encourage your colleagues to get involved in the month ahead.

**Thank and say THANK YOU!**

- Encourage your colleagues to get involved in the month ahead.
- Encourage your colleagues to get involved in the month ahead.

**CONGRATS & THANK YOU!**

When to send: December 2, 2022

**EMAIL 1 - KEY MESSAGING**

Your communications in this email should focus on celebrating the campaign & thanking your supporters for their hard work.

**Thank You!**

- Thank your colleagues for their support and encourage them to continue to support the cause.
- Encourage your colleagues to get involved in the month ahead.

**Remember to Mo-Be-Be-Be!**

- Encourage your colleagues to get involved in the month ahead.
- Encourage your colleagues to get involved in the month ahead.

**Email Template 1: It's Mo Time, so everyone, let's Mo and be together!**

**KEY ACTIONS FOR TEAM CAPTAINS**

**Thank your colleagues, family, friends and donors**

- Encourage your colleagues to get involved in the month ahead.
- Encourage your colleagues to get involved in the month ahead.

**Take a look and reflect on your business campaign**

- Encourage your colleagues to get involved in the month ahead.
- Encourage your colleagues to get involved in the month ahead.

click here!



[DOWNLOAD HERE](#)

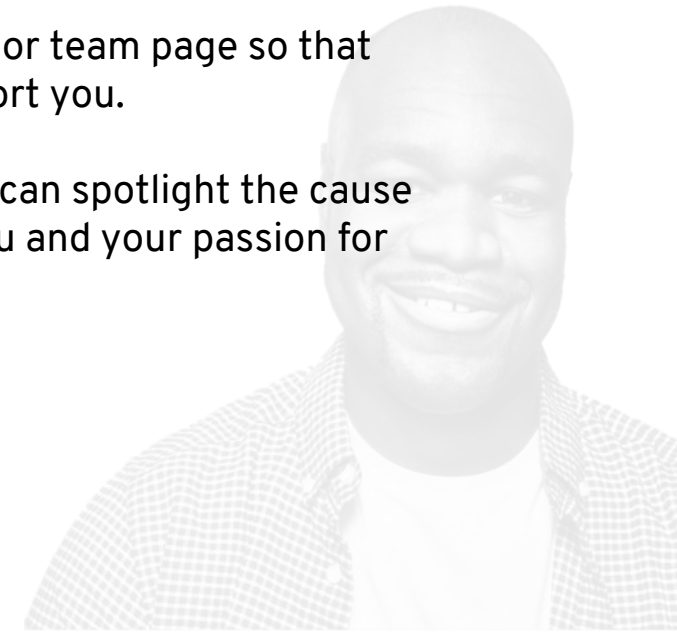
# MOVEMBER EMAIL SIGNATURE BANNERS

## OPTIONAL RESOURCE

You can download and add these banners to your work or personal email signature.

### THINGS TO NOTE:

- You need to link in your personal or team page so that people can click through to support you.
- We have 5 templates so that you can spotlight the cause area that most resonates with you and your passion for supporting Movember.



THIS MOVEMBER, I'M RAISING FUNDS TO

**STOP MEN DYING TOO YOUNG**

DONATE NOW



THIS MOVEMBER, I'M RAISING FUNDS FOR

**MEN'S MENTAL HEALTH  
& SUICIDE PREVENTION**

STOP MEN DYING TOO YOUNG

DONATE NOW



THIS MOVEMBER, I'M RAISING FUNDS FOR

**PROSTATE CANCER**

STOP MEN DYING TOO YOUNG

DONATE NOW





# PROMO CONTENT ASSETS GUIDE

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click here!






**DOWNLOAD HERE**

### **2022 MOVEMBER PROMO ASSET GUIDE**

This guide will provide you with images and videos, along with suggested text, to help promote Movember using your company's social channels and group chats. We encourage you to post at least once a week leading up to and through campaign to help raise important awareness about the cause, the impact, and the ways people can get involved and support Movember and men's health.

#### **Posts to share before the Movember campaign (late September to October 31)**

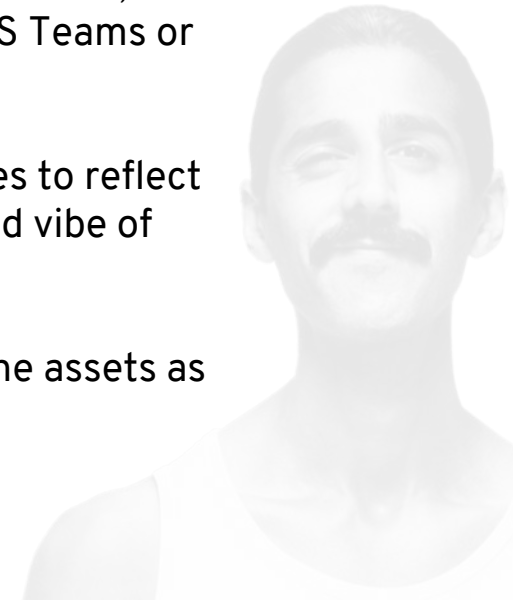
Social Media Tile/Frame	Suggested wording
 <p><a href="#">View Video</a></p>	<p><b>Welcome to Movember</b>            Movember is coming. Be a part of the movement to change men's health. Grow a Mo, Move, Host an event or do it any way that suits your style. Get to know what it's all about - then - get ready.</p> <p>Join our Movember team (<i>insert team link</i>) and let's do our part to help change the face of men's health! To learn more, check out <a href="#">Mo.com</a>.</p>
 <p><a href="#">Download Image</a></p>	<p><b>1 Month to Mo</b>            The countdown is ON.</p> <p>One month to Mo, and then we let it Grow. We do it for our dads, grandads, partners, brothers, <u>sons</u> and friends.</p> <p>Sign and join our team at (<i>insert team link</i>).</p> <p>United we Mo 🍌 #Movember2022</p>
	<p><b>Share your MOTivation</b>            Let me know why you MO or who you Mo for! For me, I get involved because (<i>insert your motivation</i>)</p>

# PROMO ASSETS GUIDE

A series of images/videos/articles and accompanying captions you can leverage to engage your workplace and team.

## THINGS TO NOTE:

- We designed these to be sent from as early as September, all the way through to December, and can be used on platforms like Slack, MS Teams or your company intranet.
- We encourage you to edit the messages to reflect the needs, goals, strategy and all-round vibe of your audience.
- Feel free to use as many or as few of the assets as you'd like - they're purely optional.





# **30 DAYS OF MENTAL HEALTH MESSAGING**

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click here!



**DOWNLOAD HERE**

### **A Month of Mental Health Messaging**

#### VIDEO CONTENT:

Video	Suggested Messaging
 Tyler Smith's Story YouTube <a href="#">Video</a>	<p>Years after the Humboldt Broncos accident that changed his life forever, Tyler Smith <a href="#">opens up</a> about his story in an effort to let other men who might be suffering to know dealing with #mentalhealth struggles takes time.</p> <p>"My overall message would be to realize that you're not ok and if <a href="#">your</a> not ok, do something about it. I think a lot of people just suffer in silence but being able to <a href="#">open up</a> takes a lot of courage"</p>
 YouTube <a href="#">Video</a>	<p>Chances <a href="#">are</a>, a man close to you is struggling with their mental health right now but the signs can be subtle. Spotting these signs can make all the difference. In fact, it could be lifesaving.</p> <p>Check out Movember's guide to spotting the signs at <a href="http://www.movember.com/signs">www.movember.com/signs</a></p>
 Family Man November Funded YouTube <a href="#">Video</a>	<p>The challenges of parenting can take a toll on parents' mental health, yet only 20% of people participating in parenting programs are dads.</p> <p>Fatherhood can be a <a href="#">pretty stressful</a> time, which is why Movember <a href="#">launched</a> the world's first online parenting program designed for dads: Family Man: <a href="http://familyman.movember.com/">familyman.movember.com/</a>.</p>
 YouTube <a href="#">Video</a>	<p>Too often, the first and only time a man expresses how he's feeling is in a suicide note. Men, we need to talk. Suicide Notes Talk Too Late.</p> <p>If you're feeling low or overwhelmed, don't hesitate to reach out for support using <a href="#">these local support resources</a>.</p>
 YouTube <a href="#">Video</a>	<p>In the Inuit Nunangat region of Northern Canada, suicide rates range from 5-25 times the national average. The highest risk group is Inuit males aged 15-29, with suicide rates almost 40x the national average.</p> <p>Because of you, Movember funds initiatives like the "Young Hunters" program. The</p>

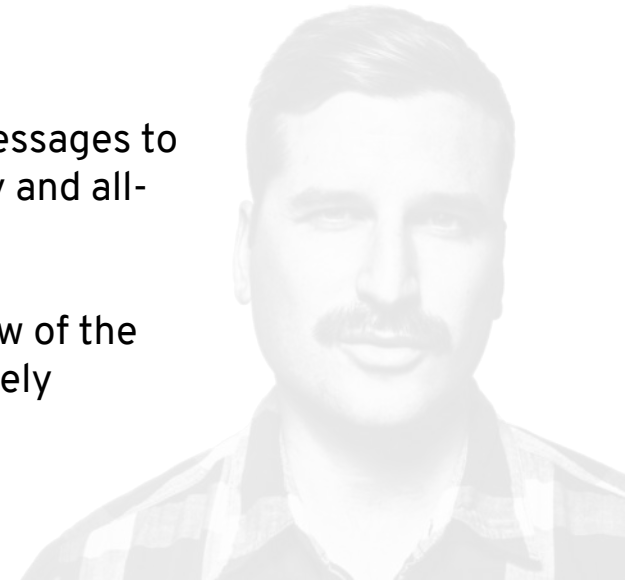
# 30 DAYS OF MENTAL HEALTH PLAYBOOK

Do you want to start a month-long conversation around mental health in your workplace? Now you can.

This guide has enough articles, videos, images (and accompanying captions) for you to post every business day of Movember.

#### THINGS TO NOTE:

- We encourage you to edit the messages to reflect the needs, goals, strategy and all-round vibe of your audience.
- Feel free to use as many or as few of the assets as you'd like – they're purely optional.





# **BUILDING YOUR TEAM**

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click here!



**DOWNLOAD HERE**



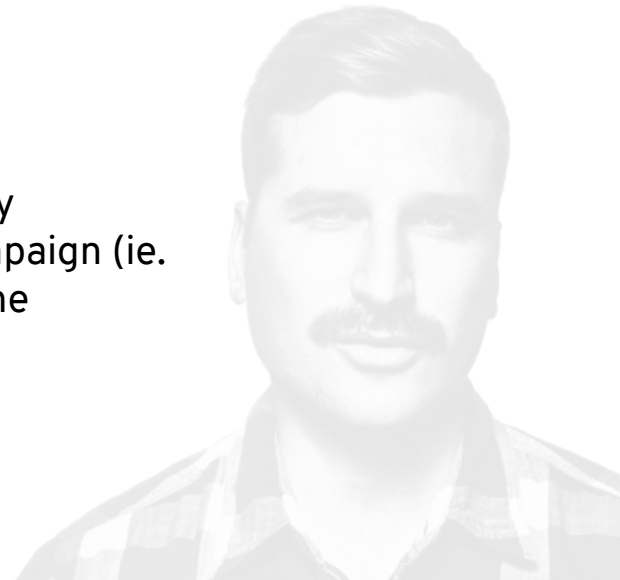
# HOW TO GET EXEC SUPPORT

Getting executive or corporate support can act as rocket fuel for your campaign. *And since you miss 100% of the shots you don't take...* it's time to shoot your shot!

This guide tells you who and how to ask and provides templates and resources for your success.

## INCLUDES:

- Case for support PPT
- Email template to ask
- Guide on different ways company leadership can support your campaign (ie. more options than just moustache growing!)





# **ADDITIONAL PROMO RESOURCES & DOWNLOADS**

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MOVEMBER LOGOS



VIRTUAL BACKGROUNDS

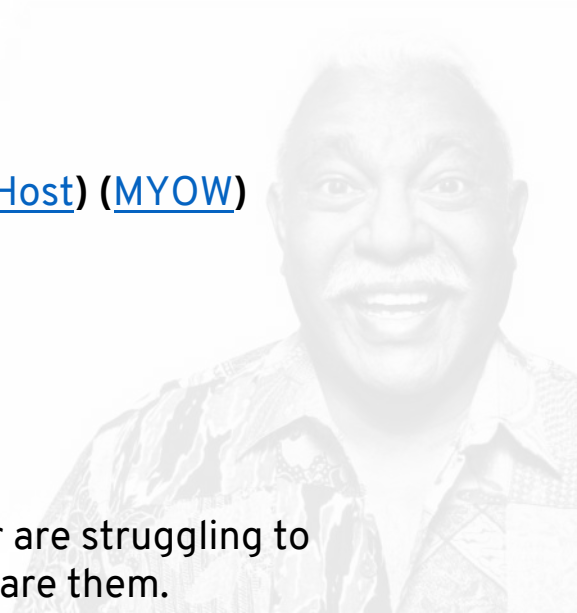


HEALTH INFO & GUIDES

# ADDITIONAL PROMO RESOURCES + DOWNLOADS

- Movember Canada Resource Hub ([link](#))
- Movember Logos ([link](#))
- Virtual Backgrounds ([link](#))
- Posters ([link](#))
- PowerPoint Presentations ([link](#))
- Health Info & Guides ([link](#))
- Mo Sister 1-pager ([link](#))
- Movember Canva ([link](#))
- Digital Fundraising Guides ([link](#))
- Ways to participate ([Grow](#)) ([Move](#)) ([Host](#)) ([MYOW](#))
- Media Room ([link](#))
- YouTube channel ([link](#))
- Instagram account ([link](#))

\*If you are missing any of these items or are struggling to find them, get in touch and we can re-share them.







# KEY MESSAGING

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# ABOUT MOVEMBER

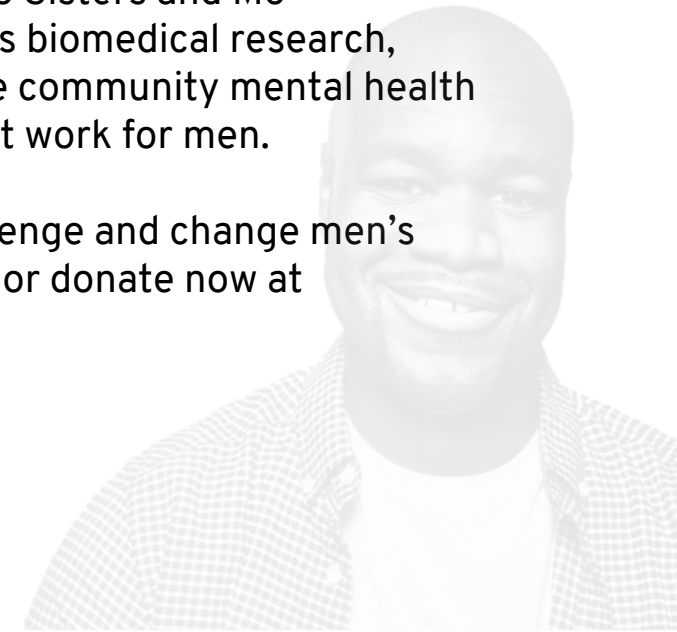
## KEY MESSAGING

Movember is the leading global charity changing the face of men's health. We exist to stop men dying too young by tackling some of the most complex health issues facing men today – mental health, suicide, prostate cancer and testicular cancer.

What started as a single-minded fundraising and awareness campaign in 2003 has evolved into a multi-faceted health organization with programs accessed by millions worldwide.

With global support from our Mo Bros, Mo Sisters and Mo community, Movember funds and delivers biomedical research, cancer survivorship programs, innovative community mental health programs and digital health products that work for men.

Movember's purpose is to confront, challenge and change men's health to save more men's lives. Sign up, or donate now at [Movember.com](https://www.movember.com).



# KEY MEN'S HEALTH STATS

MEN'S HEALTH, TESTICULAR CANCAER + PROSATE CANCER

## Men's Health

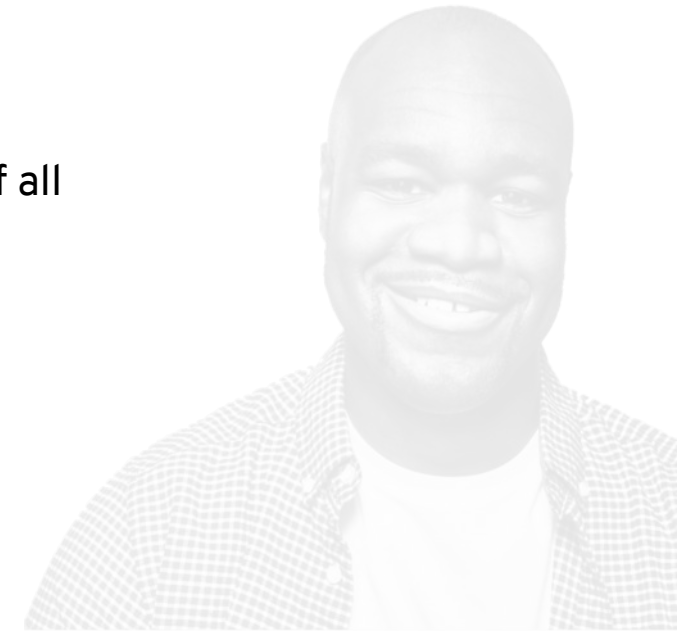
- On average, men are dying 4 years earlier than women.

## Testicular Cancer

- Testicular cancer is the most diagnosed cancer in young men aged between 15 and 34.
- In Canada more than 13,000 men were living with or beyond testicular cancer in 2018.

## Prostate Cancer

- In Canada, prostate cancer is the most diagnosed cancer in men.
- One in eight men in Canada will receive a diagnosis of prostate cancer in their lifetime.
- More than 4,580 men died due to prostate cancer during 2020 in Canada - this is 10% of all cancer deaths in men in 2020.
- On average, 12.6 men die from prostate cancer every day in Canada.
- On average, 51.6 men are diagnosed with prostate cancer every day in Canada.



# KEY MEN'S HEALTH STATS

## MENTAL HEALTH + SUICIDE PREVENTION

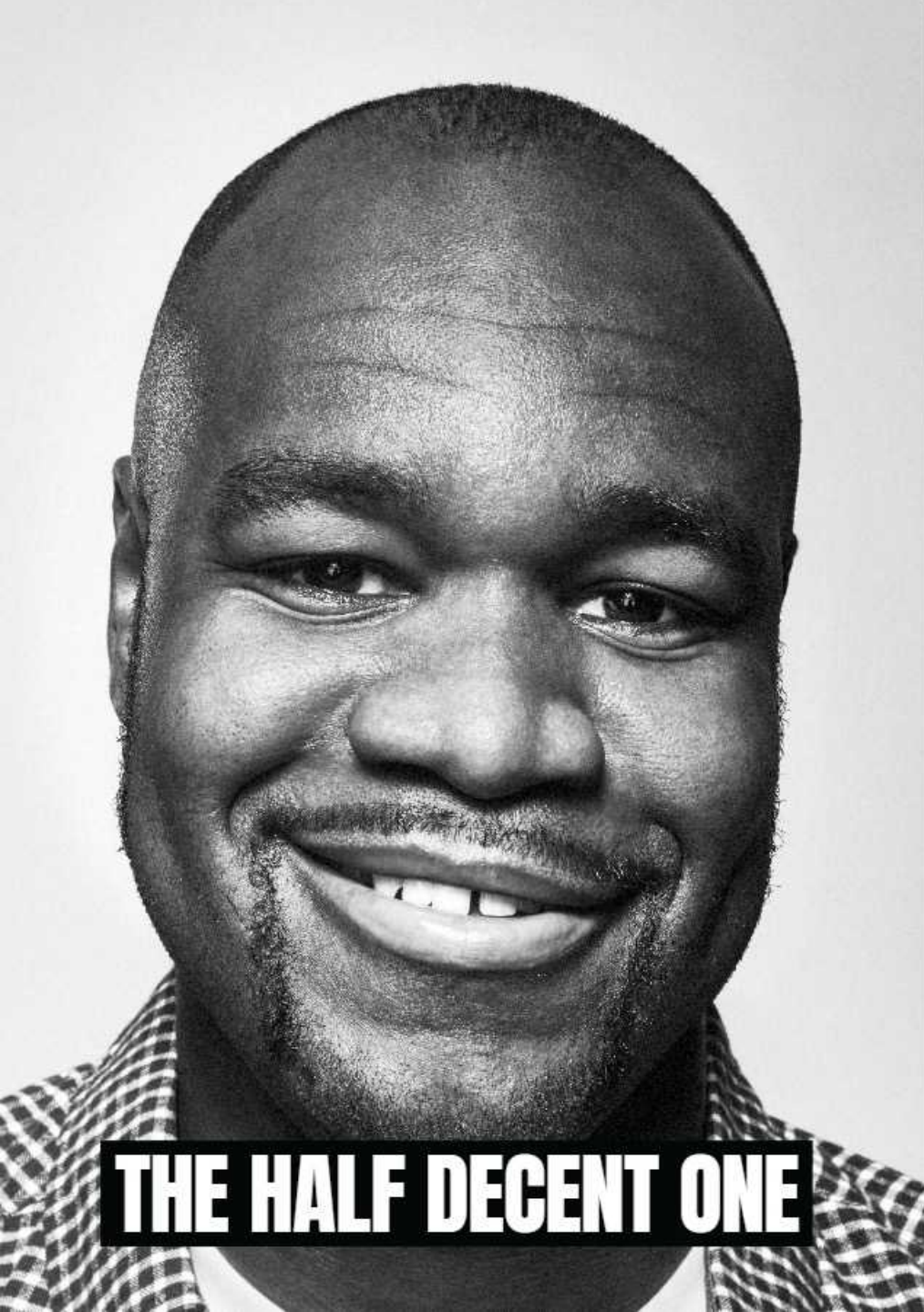
### Mental Health

- In 2021, almost 1.2 million Canadian men, reported having been diagnosed with a mood disorder. In men aged between 18 and 34, one in ten reported a mood disorder.
- In 2021, one in six Canadian men reported that most days were stressful . This rate was highest in men aged between 35 and 49 where 25.4% reported that most days were stressful.
- While nine out of ten First Nations men feel good about their First Nations identity, the rate of death by suicide is almost two and a half times that of non-Indigenous Canadian men.

### Suicide Prevention

- Globally, we lose one man to suicide every minute – that's 60 men every hour.
- In Canada, suicide is the second highest cause of death among men aged 15-44 years
- In Canada, 3 out of 4 deaths by suicide are by men.
- 2,874 men died by suicide during 2020 in Canada. This is almost eight men per day.





# ELEVATOR PITCH

## KEY MESSAGING

**3 second:** Whatever you Grow will save a bro. Sign up or donate now at [movember.com](http://movember.com).

**15 second:** Together, we have the power to change the world. It starts with the little things. And the first step? Coming together to help your brothers in the name of men's health. Sign up or donate at [movember.com](http://movember.com) and help change the face of men's health.

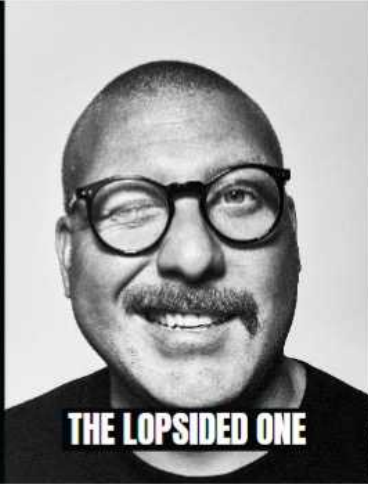
**30 second:** Together, we have the power to change the world. It starts with the little things. And the first step? Coming together to help your brothers in the name of men's health. This Movember, your support will help us spark change in Canada and around the world, as we take on mental health and suicide prevention, prostate cancer and testicular cancer. Our work has never been more relevant or important. And let's face it, we could all do with some fun. Sign up or donate now at [Movember.com](http://Movember.com) and help change the face of men's health.

**60 second:** Together, we have the power to change the world. It starts with the little things. And the first step? Coming coming together to help your brothers in the name of men's health. This Movember, your support will help us spark change in Canada and around the world, as we take on mental health and suicide prevention, prostate cancer and testicular cancer. In Canada, 3 out of 4 suicides are men, 1 in 9 men will be diagnosed with prostate cancer, and testicular cancer is the most common cancer in young men. We're making change, but we need your help. Grow a moustache, take on the Move challenge by running or walking 60km, Host a virtual event , or create your challenge with Mo Your Own Way. Try doing it with your mates...you'll be surprised how fun it is. Our work has never been more relevant or important. And let's face it, we could all do with a laugh. Sign up or donate at [movember.com](http://movember.com) and help change the face of men's health.

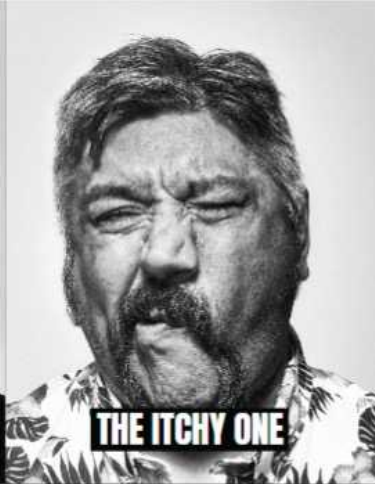


**WHATEVER  
YOU GROW  
WILL SAVE  
A BRO**

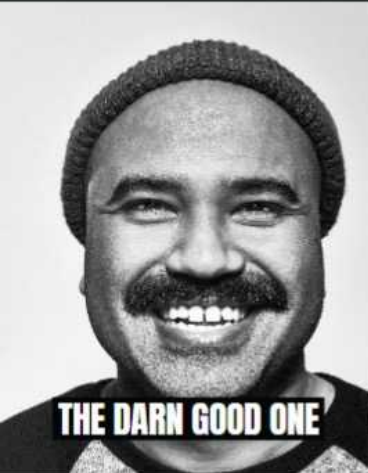
  
**MOVEMBER.COM**  
SIGN UP OR DONATE



**THE LOPSIDED ONE**



**THE ITCHY ONE**



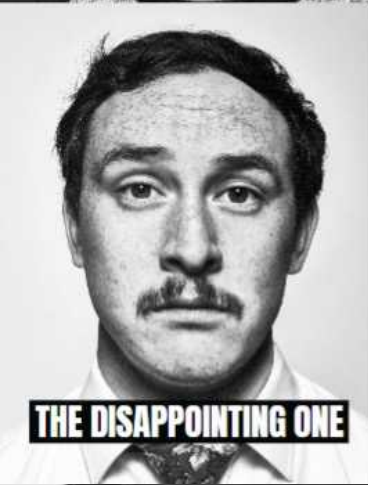
**THE DARN GOOD ONE**



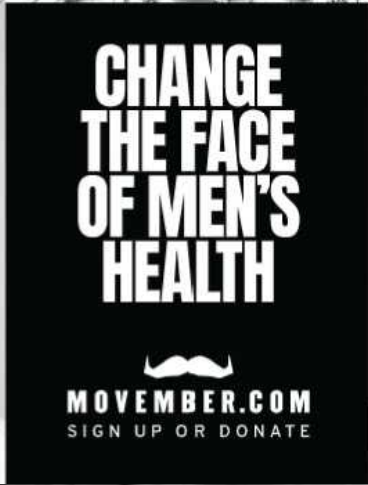
**THE EPIC ONE**

**THEY ALL FIGHT  
PROSTATE CANCER,  
TESTICULAR  
CANCER, MENTAL  
HEALTH PROBLEMS.**

  
**MOVEMBER.COM**  
SIGN UP OR DONATE

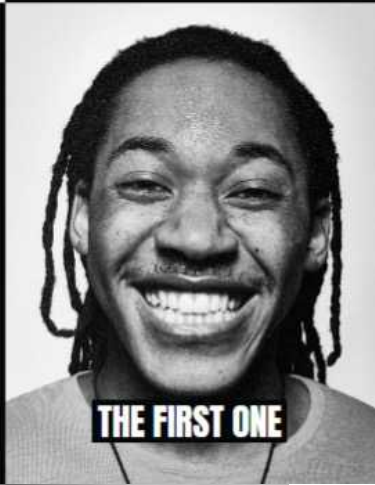


**THE DISAPPOINTING ONE**



**CHANGE  
THE FACE  
OF MEN'S  
HEALTH**

  
**MOVEMBER.COM**  
SIGN UP OR DONATE



**THE FIRST ONE**

# CAMPAIGN IMAGERY

## KEY MESSAGING

Our 2022 campaign celebrates the vastly different men who grow vastly different moustaches, from the itchy to the patchy, from the first one to the darn good one. They all stop men dying too young.

Building on the success of our last campaign, we are continuing the journey of our Whatever You Grow Will Save a Bro campaign imagery.

At the heart of the campaign is a simple sentiment: any moustache can save lives.

**WHATEVER YOU GROW  
WILL SAVE A BRO**





**THE LOPSIDED ONE**

# PRODUCT MESSAGING

## KEY MESSAGING

Four inclusive ways to get involved...

### **Grow a moustache**

Whatever You Grow Will Save A Bro. Even if you can't grow a showstopper, don't worry: the worst moustaches start the best conversations.

### **Move for Movember**

Commit to running or walking 60kms over the month. That's 60kms for the 60 men we lose to suicide each hour, every hour, across the world.

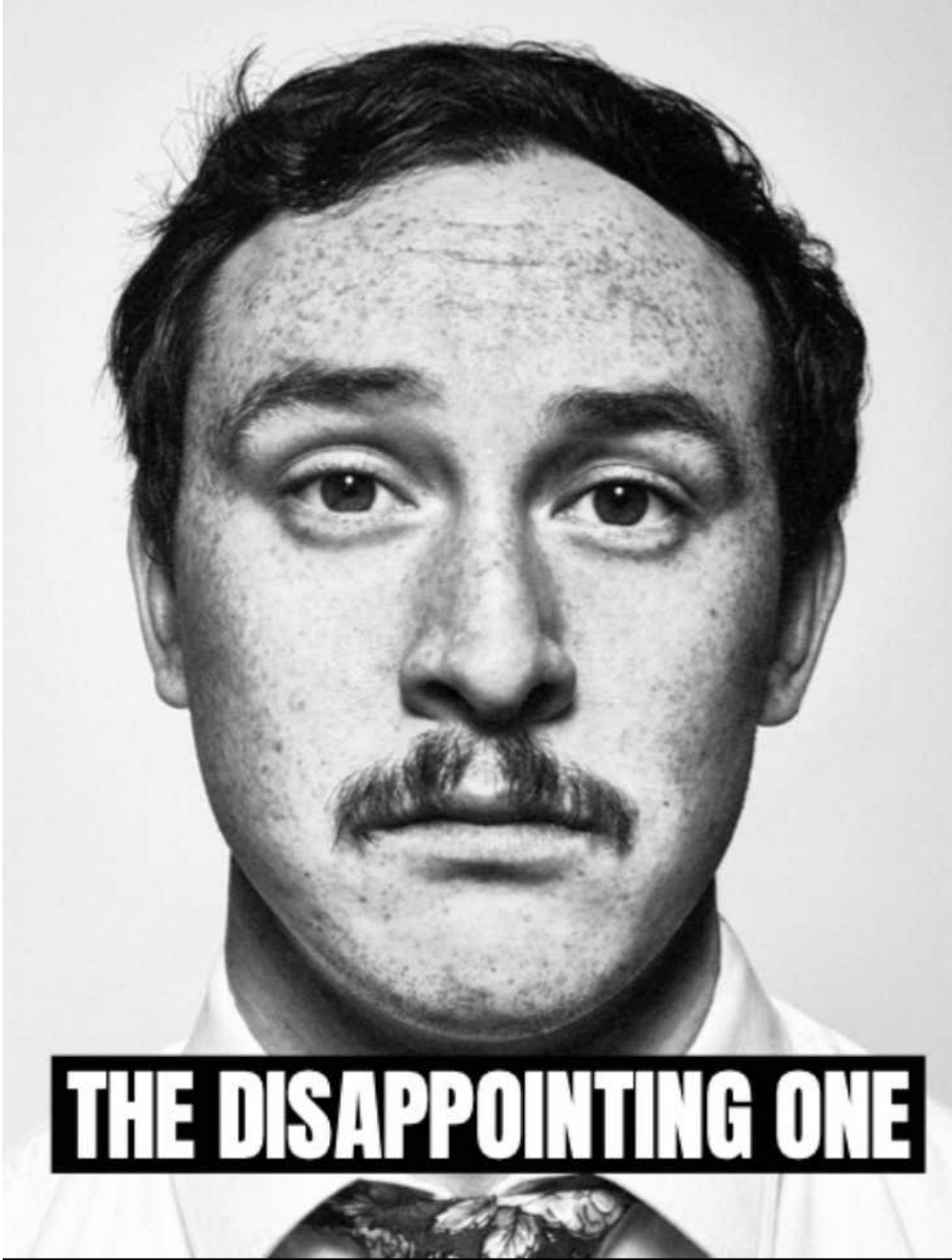
### **Host a Mo-ment**

Rally a crew and do something fun. Hosting is all about having a good time for a good cause. \*make sure you are following public health guidelines and that imagery reflects social distancing

### **Mo Your Own Way**

A choose-your-own-adventure challenge, epic in scope and scale. You make the rules. You set the limits and chase them down. You inspire donations with sheer grit





# TAGLINES & EMAIL SIGNOFFS

## KEY MESSAGING

### Campaign Taglines

Use these fun and cheeky taglines throughout Movember to help remind your team and donors about the difference you are making.

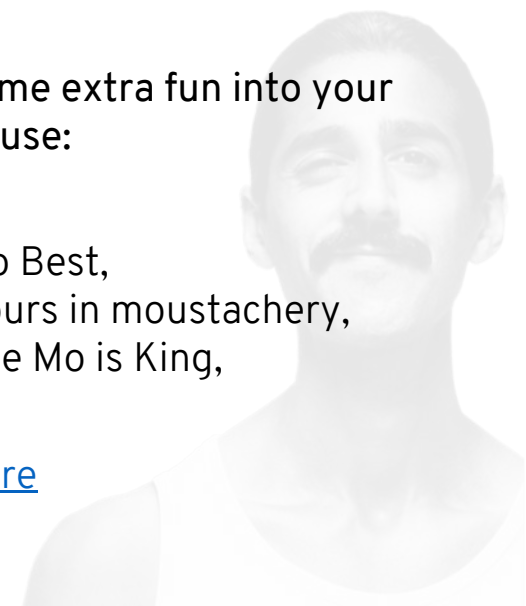
- Whatever You Grow Will Save a Bro
- Changing the Face of Men's Health
- Stop Men Dying Too Young
- Ready, Set, Mo
- Havin' fun, doin' good
- Grow a Mo, save a Bro
- Your Dough Will Save a Bro

### Email Sign-offs

'Movemberize' your email signoffs to sprinkle some extra fun into your comms. Here's a few suggestions that we like to use:

- United We Mo,
- Mo On,
- Mo Hard & Mo Often,
- Keep it Moin'
- Mo Best,
- Yours in moustachery,
- The Mo is King,

Download a Movember email signature banner [here](#)



# BILINGUAL BOILER PLATE

## KEY MESSAGING

English

### About Movember

Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects around the world. In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit [Movember.com](http://Movember.com)

Français

### À propos de Movember

Movember est le principal organisation dédié à changer la face de la santé masculine à l'échelle mondiale, se concentrant sur la santé mentale et la prévention du suicide, le cancer de la prostate et le cancer testiculaire. L'organisme de bienfaisance recueille des fonds pour offrir des programmes de recherche et de soutien novateurs et révolutionnaires qui permettent aux hommes de vivre plus heureux, en meilleure santé et plus longtemps. Engagées à rompre le statu quo, des millions de personnes se sont jointes au mouvement, aidant à financer plus de 1,250 projets dans le monde. En plus de cibler aux principaux problèmes de santé rencontrés par les hommes, Movember s'efforce d'encourager les hommes à rester en bonne santé dans tous les domaines de leur vie, en mettant l'accent sur eux de demeurer socialement connecté et d'être plus ouverts à discuter de leur santé et des moments marquants dans leur vie. La vision de l'organisme de bienfaisance est d'exercer une influence durable sur la santé masculine. Pour faire un don ou en savoir plus, veuillez visiter [ca.movember.com/fr](http://ca.movember.com/fr)



A collage of various photos of people, including individuals and groups, with a central text overlay. The photos are arranged in a grid-like pattern, with some overlapping. The central text is white and bold, reading "THANK YOU FOR YOUR INCREDIBLE SUPPORT!".

**THANK YOU FOR YOUR  
INCREDIBLE SUPPORT!**

A white mustache logo above the word "MOVEMBER".

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