



MOVEMBER®

# MOVEMBER FUNDRAISING EVENT KIT

YOUR READY-TO-GO GUIDE TO RALLY YOUR MOVEMBER TEAM.



FOUR EVENT IDEAS TO

**HAVE FUN,  
DOIN' GOOD**

### **LET'S FACE IT**

Movember doesn't just happen on its own. It takes people like you uniting in their team to fundraise, champion men's health, strike up conversations, and above all, have a good old time.

### **EVENTS ARE MORE THAN FUN**

Events can build excitement, recruit teammates, fundraise, raise awareness and create a remarkable experience for all.

### **EASY AS READY, SET, MO**

The Movember team has seen our fair share of inspiring ways to fundraise and host events. We've picked four easy and proven events and broken them out with

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A definitive step-by-step blueprint on how to host each event

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Tested tools and templates that save time

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Take five minutes to read this guide then let your own moustache-fueled creativity take the wheel. Whatever you choose, make sure it's fun, safe, and done in the true spirit of Movember.

# IDEA #1

## BEFORE YOU GROW

Consider kicking things off by hosting a shave down. A seemingly simple moment easily turned into a fundraising event.



### 01

#### SET A TIME, DATE AND LOCATION

Kick off your Movember on the first of the month! You can rally a Zoom crew with friends or colleagues or host an in-person Shave Down shindig.

### 02

#### FIND YOUR BARBERS

Friends, Teammates, your local barber shop. Whoever it is, make sure you arm them with the supplies (razors, shaving gel...)

### 03

#### SPREAD THE WORD

Build hype, save the date and get excited for the month ahead. Movember can help with this, we have templates you need. Create a poster. Email invites, yammer posts and social media notices.

### 04

#### GET THE SHAVE DOWN PARTY STARTED

Be sure to shoot some video, snap plenty of pictures, and share your Shave Down on social media.

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**PRO TIP:** Request donations as shave down entry fees. Also, collect donations from anyone who'd like to step up and take control of the razor.

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# SET UP YOUR SHAVE DOWN EVENT

## 01

Download each document  
on the right

## 02

Customize each to suit  
your style

## 03

Use them to host an  
epic shave down

## SHAVE DOWN POSTER

[DOWNLOAD](#)

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## EMAIL INVITE

EMAIL TEMPLATE

[DOWNLOAD](#)

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## MOUSTACHE STYLE GUIDE

[DOWNLOAD](#)

# IDEA #2

## MOVEMBER X WORLD CUP

The World Cup is the world's most watched sporting event. And this Movember, Canada is playing for the first time since 1986.

Here are two ways to join in on the fun and raise funds for men's health

### 01

#### VIEWING PARTY

Make it a team fundraiser: Charge entry fees to all your attendees. Get some snacks, find a screen and invite your friends and coworkers over to watch a big match.

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Lock down the logistics. Find a location, book a date, chose an exciting match. Make sure audio and visual equipment work and provide seating.

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Promote. Send an email. Post in the group chat. Send a carrier pigeon. Do whatever it takes to assemble your squad. Give them plenty of notice to free up their schedules.

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Celebrate like a Champion. Think decorations, snacks, drinks, noise makers.

### 02

#### WORLD CUP SWEEPSTAKES

How about the classic sweepstake to bring out your colleagues' competitive side?

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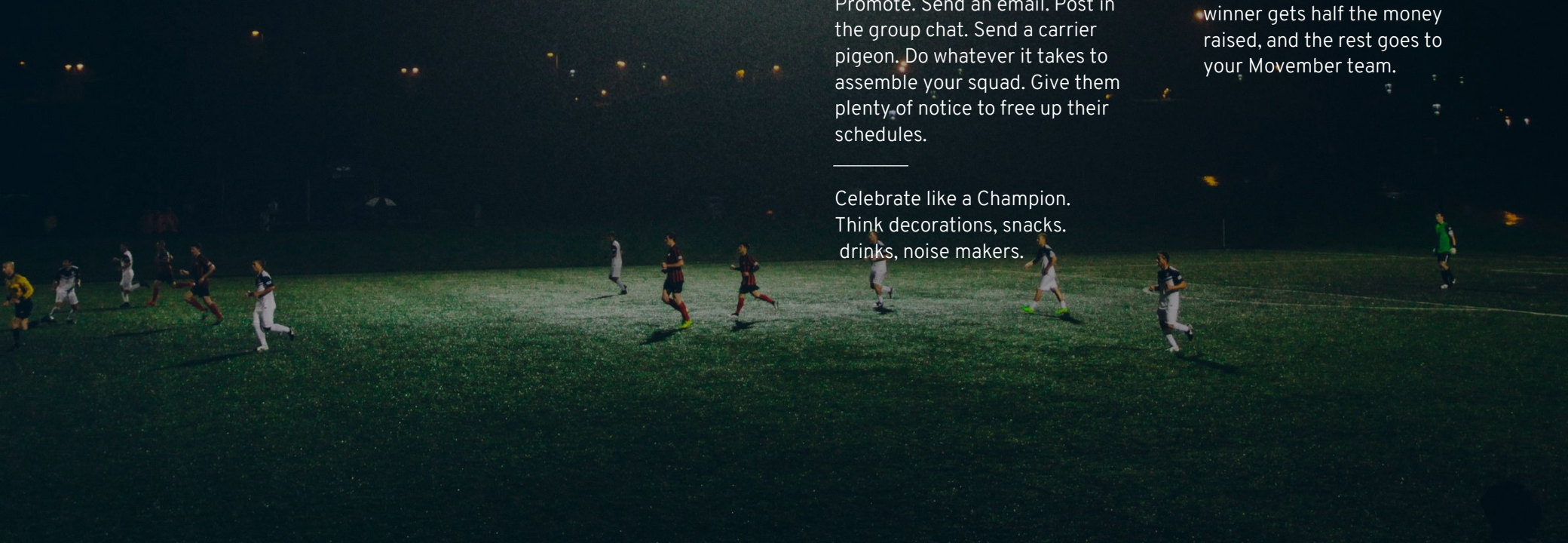
Recruit your players. Everyone pays to enter.

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Select your team. Each person picks a team out of a hat to support during the tournament.

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Announce the winner. The winner gets half the money raised, and the rest goes to your Movember team.



# GET WORLD CUP READY



**01**

Download each document on the right

**02**

Customize each to suit your style

**03**

Use them to host a November x World Cup event

## WORLD CUP SCHEDULE

[DOWNLOAD](#)

## VIEWING PARTY

INVITATION

[DOWNLOAD](#)

## VIEWING PARTY

POSTER

[DOWNLOAD](#)

## TESTICULAR CANCER GUIDE

[DOWNLOAD](#)

Movember isn't just about furry upper lips - we also love to get a sweat on while raising funds for men's health. Set a team goal to walk, ride or run somewhere.

As a team, you could make your way from one company office to another. Or cover a distance equivalent to walking across Canada. Or even the North Pole. How far will you go for men's health?

# IDEA #3

## SWEAT FOR DONATION



# 01

### SET A BIG TEAM GOAL

You could walk from Vancouver to Halifax. It's 6,300km but in a team of 50 it's a goal of 150km per team member.

# 02

### MAKE IT EASY TO JOIN

Don't get overwhelmed; when it comes to counting steps, you don't need anything fancy. Anyone who is signed up on Mo.com can manually update or sync their smartphone or fitness app to their Mo Space.

# 03

### KEEP UP THE MO-MENTUM

Engage your team with regular updates throughout the Month. Have you reached Toronto? How many more KM to go? Who was the biggest Mover of the week?

**PRO TIP:** You can see your teams combined total KM moved on your team page.



**STEP TO  
IT NOW**

**01**

Download each document  
on the right

**02**

Customize each to suit  
your style

**03**

Use them to organise a team  
move challenge

**MOVE  
CHALLENGE  
INVITE**

[DOWNLOAD](#)

**HOW TO  
CONNECT**

FITNESS APP

[DOWNLOAD](#)





# MO AWARDS

Congratulations, you made it! Now it's time to celebrate your hairy journey in style. Throw an end-of-the-month awards ceremony to toast the top fundraiser and Mover. And don't forget the best - and worst - Mo's. Whether online or in person, here's how you can do it:

# IDEA #4

## MO AWARDS

### 01

#### SET A TIME, DATE AND LOCATION

Find a central location and time that is convenient for most teammates. Make it a lunchtime gathering or happy hour event. Consider joining a pre-existing meeting that already has a captive audience, like a town hall or weekly department meeting.

### 02

#### BUILD HYPE

There are endless ways to create hype for Mo Awards: Create a poster, offer an incentive (announcing award winners, free lunch etc.), ask an executive sponsor to send invitations.

### 03

#### SELECT YOUR WINNERS

Select your award categories. Then, nominate people for each category to decide the winners. Either choose yourself or get everyone in the office involved and vote. Have fun and get creative!

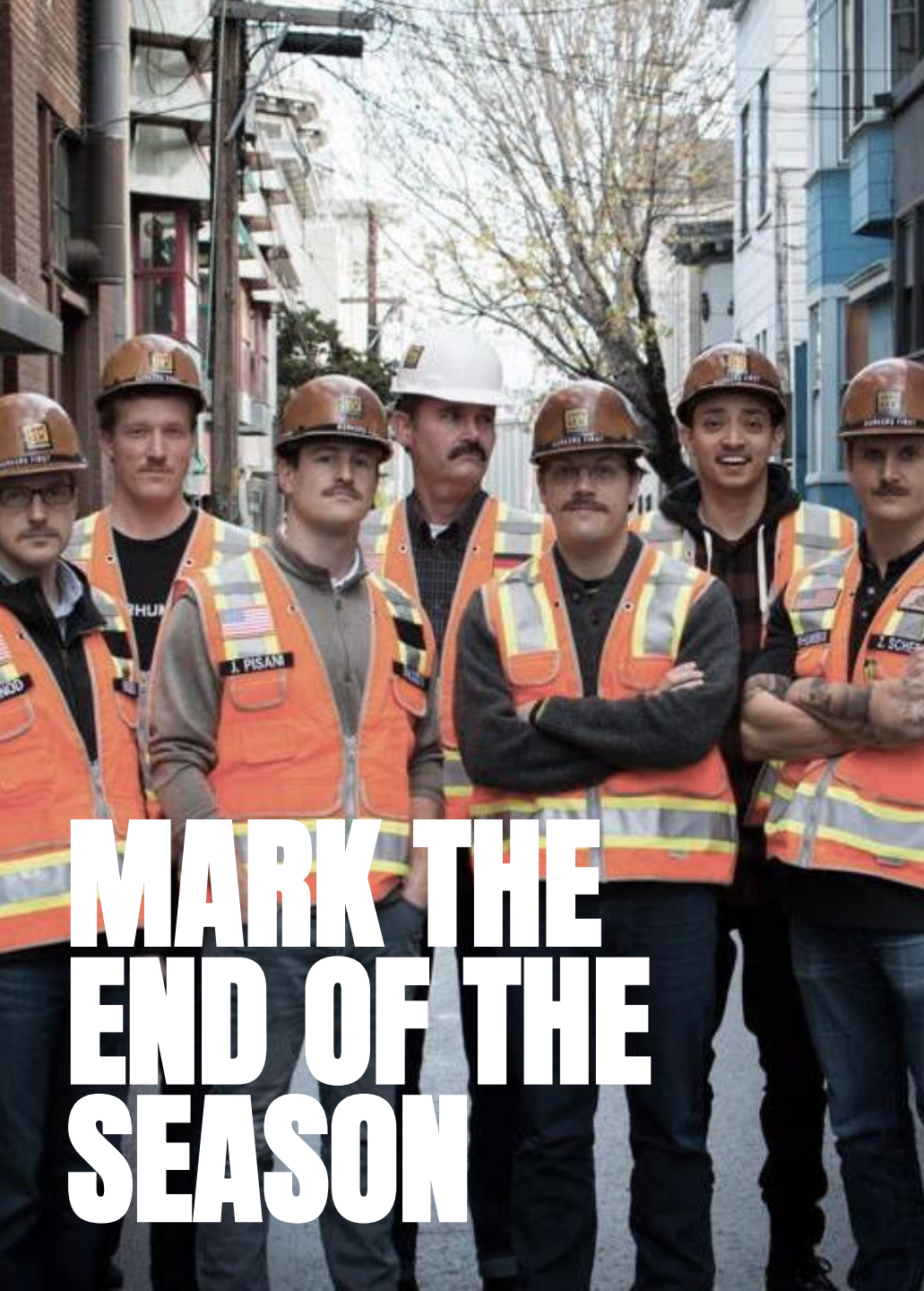
### 04

#### CELEBRATE!

Have a heck of a lot of fun. Celebrate your incredible Movember campaign.

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**PRO TIP:** Ask a member of your executive team to thank participants, volunteers and employees for participating, donating, and increasing their understanding of local social issues.



**MARK THE  
END OF THE  
SEASON**

**01**

Download each document  
on the right

**02**

Customize each with your  
selected Mo awards category

**03**

build hype and celebrate  
your Mo award

## **MO AWARDS**

TEMPLATES

[DOWNLOAD](#)

## **MO AWARDS**

POSTER

[DOWNLOAD](#)

## **EMAIL INVITE**

[DOWNLOAD](#)