



# YOUR MOVEMBER FUNDRAISING GUIDE



<b>WELCOME TO MOVEMBER</b>	<b>3</b>
<b>FOUR WAYS TO MO</b>	<b>5</b>
<b>THE MOVEMBER APP</b>	<b>10</b>
<b>SETTING UP YOUR MO SPACE</b>	<b>11</b>
<b>FACEBOOK FUNDRAISERS</b>	<b>12</b>
<b>GETTING DONATIONS</b>	<b>13</b>
<b>FUNDRAISING IN TEAMS</b>	<b>15</b>
<b>KEEPING IT LEGAL</b>	<b>17</b>

# **TABLE OF CONTENTS**



# WELCOME TO THE WORLD'S MOST UNCONVENTIONAL APPROACH TO FUNDRAISING



Around the globe, men are dying too young. It doesn't have to be like this.

**We're thrilled that you – a champion of the mighty Mo, an inspiring innovator, a fired-up change agent – are supporting Movember.**

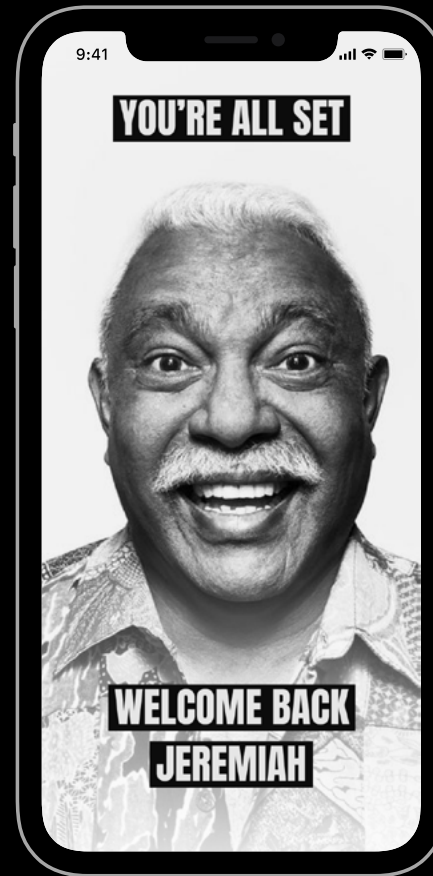
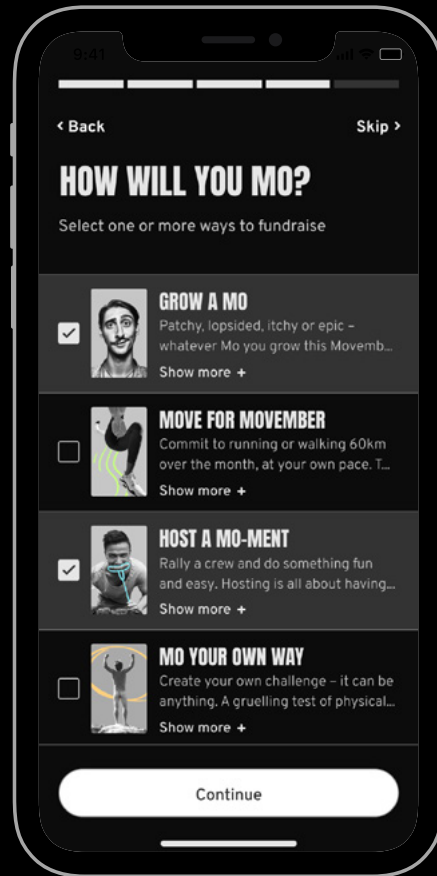
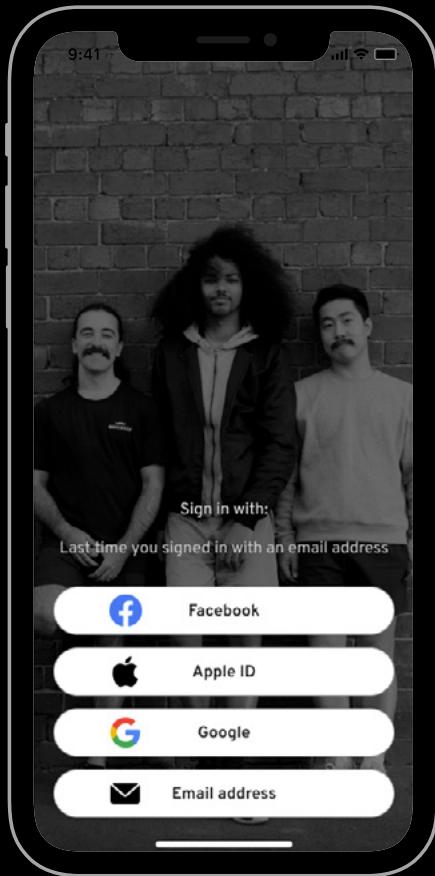
Movember started in 2003 as a bit of fun between friends in Melbourne, Australia. Today, we're the leading charity changing the face of men's health around the globe.

Mental health and suicide prevention, prostate cancer, and testicular cancer – we're taking them all on.

Over the years, with the help of our global community – seasoned Mo veterans, first-time Mo growers, passionate Mo Sisters, school kids, university students, corporate executives – we've built a treasure trove of inspiring, fun and creative event and fundraising ideas.

The Movember Fundraising Guide is years of community ingenuity distilled into one easy to read guide. Figure out what works best for you, then run with it.

Always remember, the funds you raise support groundbreaking men's health projects all over the world, changing and saving lives – and that's something to be proud of.



## SIGN UP

- 01** Sign up on the Movember app or at [movember.com](https://www.movember.com).



- 02** Choose how you'll raise funds. You can **Grow, Move, Host or Mo Your Own Way** (or go big and combine them).

- 03** Create or join a team.  
Or fly solo if that's more your thing.

- 04** Your Mo Space is where everyone can follow the action, so give it a personal touch. Upload photos, post regular updates, and include some words on why Movember is important to you.

- 05** Set a fundraising target and kick things off with a donation to yourself.

Remember, you're changing the face of men's health – enjoy the ride!

# READY SET MO



# FOUR WAYS TO MO

Over the years we've come up with creative and fun ways to raise money for men's health through Movember.

The most famous of all is to grow your own Mo - literally changing the face of men's health by growing a Mo for the month of Movember.

Though we will always adore our **Mo Growers**, we also have three other fundraising options (which you can chop and change, or combine as you please.)

01



02

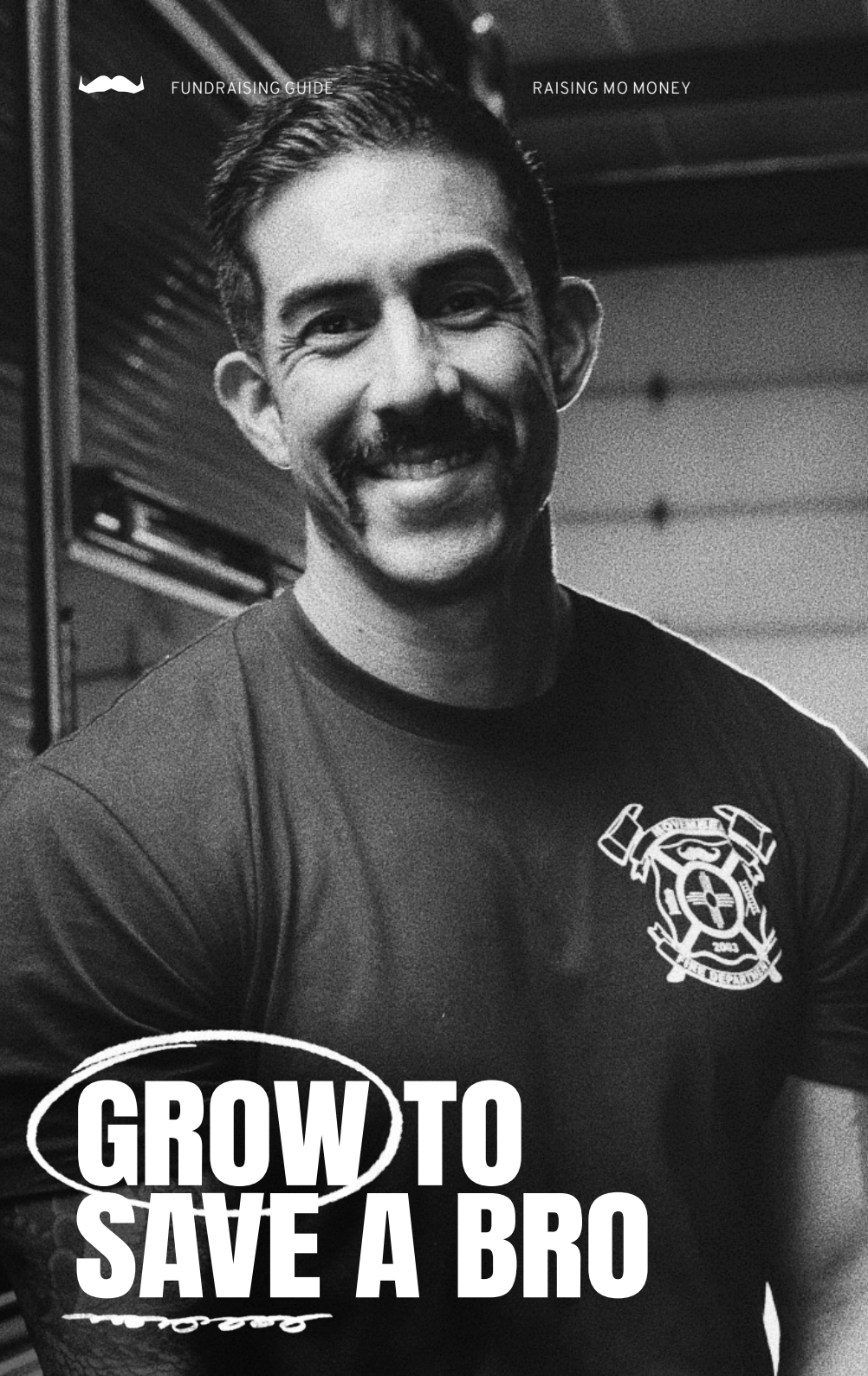


03



04





**GROW TO  
SAVE A BRO**

**The place where it all started – growing a moustache on our top lip to raise funds for men’s health.**

That means growing a Mo for the month formerly known as November. And it starts by making sure you’re clean shaven on the first day of Movember.

**HERE ARE SOME TIPS ON HOW TO GET MORE DONATIONS WHEN YOU GROW FOR MOVEMBER:**

**Mo handle**

Auction the naming rights for your Mo, then call it by that name for the rest of the month.

**Real estate agent**

Go one further and subdivide your Mo into plots. Auction each plot and let the landowners decide what happens with their plot on the last day of the month. Style it? Dye it? Cut it?

**Mo my face**

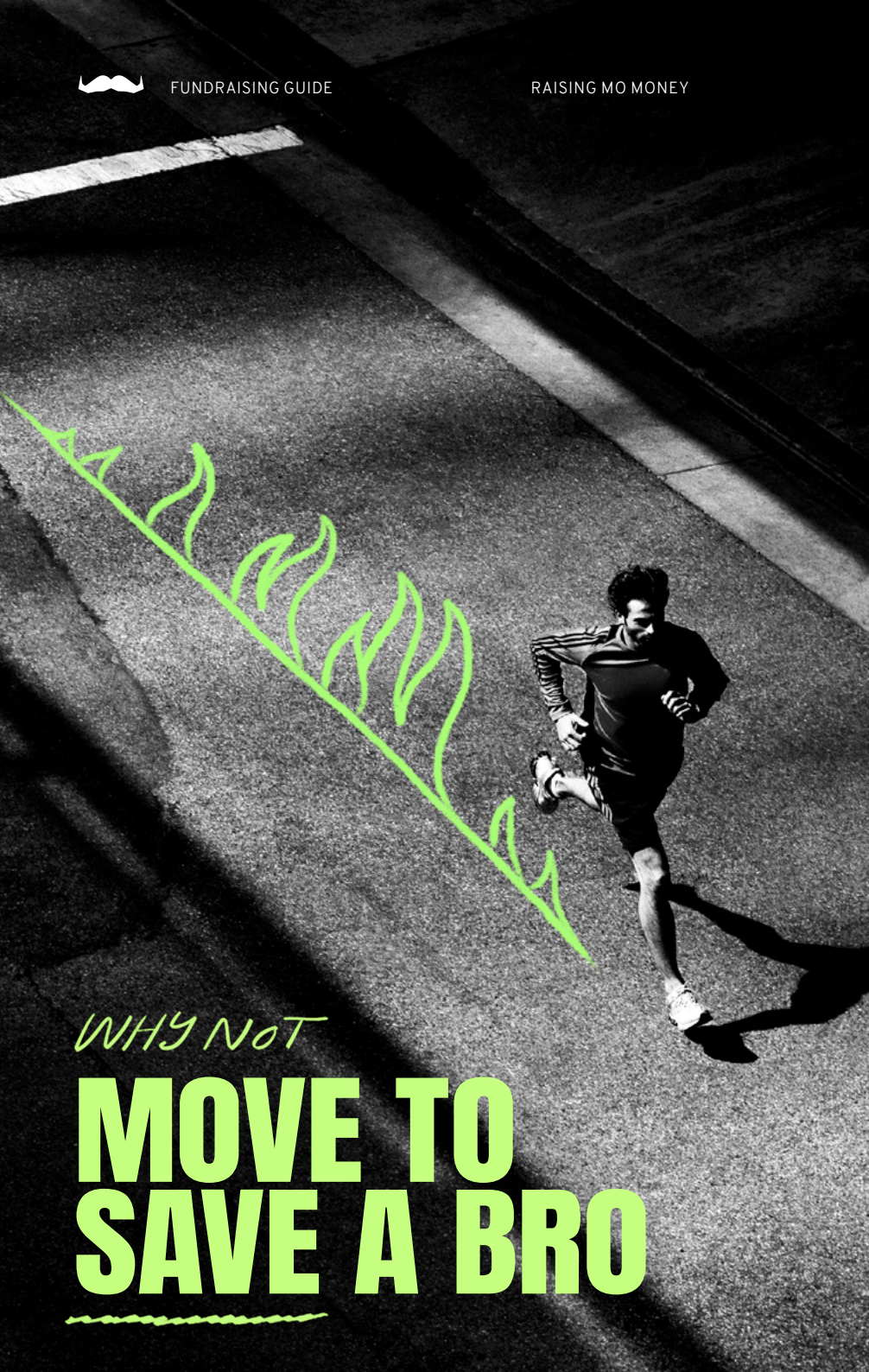
Run a poll on what Mo style you should go for. Get extra donations for each vote.

**The keeper**

Not everyone’s a Mo fan. So, what happens if you announce that you plan to keep yours? Maybe it’s an opportunity to get donations to shave it off. Just sayin’.

**Mo rash cash**

Kissing a Mo Bro can feel... different. Ask your partner to get sponsored for what they have to endure for Movember’s sake.



WHY NOT

**MOVE TO  
SAVE A BRO**

**Movember isn't just about growing a furry top lip – it's also about changing men's health by getting a sweat on for the month of November.**

Commit to running or walking 60km over the month. That's 60km for the 60 men we lose to suicide each hour, every hour – the men who should still be here today.

**HERE ARE SOME GREAT TIPS TO STAY MOTIVED AND HIT YOUR TARGET:**

**Move for the masses**

Gather your friends or colleagues for a group run. Recruit someone to be the leader of the pack, then ready, set, sweat!

**Friendly competition**

Throw down a challenge to your friends: who will be first to complete their 60km? The winner receives a donation to their Mo Space.

**Move FM**

Share daily **Move** playlists for extra donations. Or have your donors pay extra to add songs.

**Slow mover**

Take your time. Space your moves over the month, asking people to chip in for each session logged. We all know the story of the tortoise and the hare.

**Move in twos**

Get a friend on board and walk your 60km together. If for whatever reason you can't do it in person, plug in your earphones and give each other a call. It's also a great opportunity to check in with each other.



WHY NOT

**HOST TO  
SAVE A BRO****Rally your crew and Host a Mo-Ment to raise awareness and funds for men's health.**

You can **Host** in person or online – think big and go wild. It's all about having a good time and raising funds for a good cause.

–

**OUR HOST HOW-TOS:****Keep it simple**

Whatever kind of shindig you plan, the secret is simplicity. Pick an activity that's fun and easy, get your friends on board and collect donations. As long as you're having fun and doing good, you're nailing it.

**Make an event page**

Use your Mo Space to make an event. Share the event's web link (the URL), track RSVPs and invite people to donate directly to your page.

**Plan and promote**

Save yourself any last-minute stress by planning everything in advance. Use social media to tell people why Movember is important to you and encourage donations.

**Ask for donations**

An all-important step. Friends and fam can donate via your event page or directly to your Mo Space. Streamline donations by sharing your personalised Mo Space QR code.

**SOME TRIED AND TESTED MO-MENTS YOU COULD HOST:****Shave Down**

Get the gang together on November 1st for a **Shave Down**. Have a barber on deck to bring out those baby faces.

**Mo trivia**

Pick a theme – music, sport, cinema, or a round of each and put your crew to the test.

**All or nothing auction**

Put the stuff you want to get rid of into a room and auction it all, online or in-person. What about selling the clothes off your back to show how far you'll go (just promise to wash them first)?

**The Mo Factor**

Hold a talent show. Pick the right team members, and you could be onto a winner. Set up at your place or do it live on a video conference.

**Mo photo contest**

Set up a moustache-themed photo contest. Ask for a set donation to join and offer prizes for the winners. Set a theme or challenge and have a panel of judges pick the winning photo.

**Throw a stache bash**

Invite your friends, family and supporters to an end-of-Movember party. Ask for donations as a cover charge, set up some fun activities and thank everyone for helping you change the face of men's health.





WHY NOT

# MO YOUR OWN WAY TO SAVE A BRO

## Mo Your Own Way does what it says on the tin – a choose your own adventure that’s epic in scope and grand in scale.

Set your sights on breaking a world record. Do dares for donations. Kick a bad habit. Take on a physical challenge. Think big and go bigger. Mo Your Own Way means you make the rules.

–

### RAISE SOME BROWS

The best challenges tend to prompt the response “you’re doing what?!” Get that right and donations will follow.

### WHENEVER, WHEREVER

Indoors, outdoors, in a single day, over several weeks or across the year. This is your challenge. You make the rules.

### HAVE FUN, DOIN’ GOOD

Whatever you do, however much you raise, if you’re having a good time, you’re nailing it.

## HERE’S SOME WAYS TO MO YOUR OWN WAY:

### Take a hike

From a one-day trek to a multi-day challenge, scale mountains and watch your donations soar.

### Run a relay

Rally a group and set your sights on the horizon – each person runs a leg to hit a combined target, like the distance from one capital city to the next. Pull together to inspire donations.

### Dares for donations

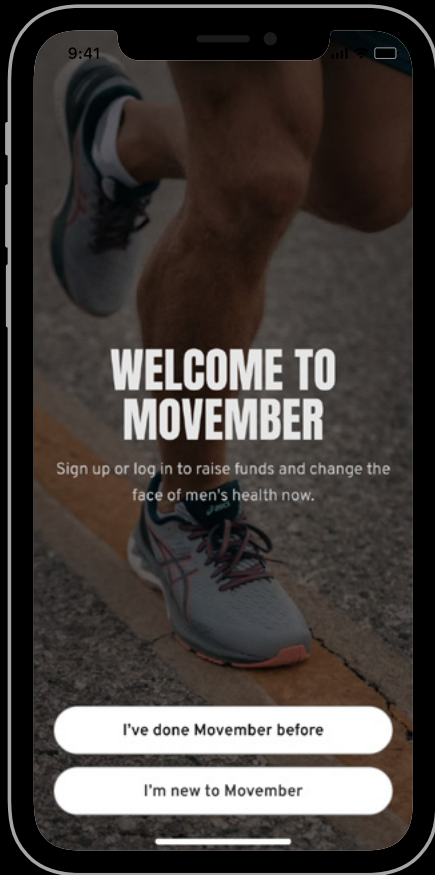
They set the dare and name their donation amount. You go all out for men’s health.

### Mo without

Get sponsored to give up caffeine, sugar or alcohol for the month. Fine yourself when you fumble. You’ll raise funds and improve your health. Who doesn’t love a twofer?

### Karaoke nights

Post a video of you singing online and challenge your friends to do it better or differently. Take requests and ask for donations.



Come the hairy season, the Movember app is your secret weapon. It's your shortcut to quicker, easier, fun-packed fundraising – not to mention a brilliant way to effortlessly update and communicate with your network.

Here are three fancy features that'll make you an irresistible donation magnet:

**Mo Selfie:** the camera is loaded with custom stickers and filters to spice up your Mo Selfies.

**Mo Space:** speedy access to your Mo Space means easier everything. Asking for and receiving donations, thanking donors, and sharing your page.

**Mo Tracker:** the Mo Tracker measures daily Mo growth and then pulls it all together in an end-of-month timelapse.

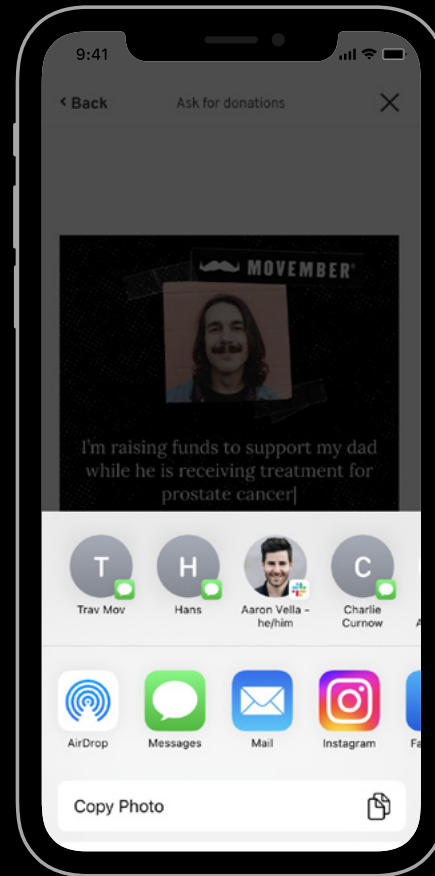
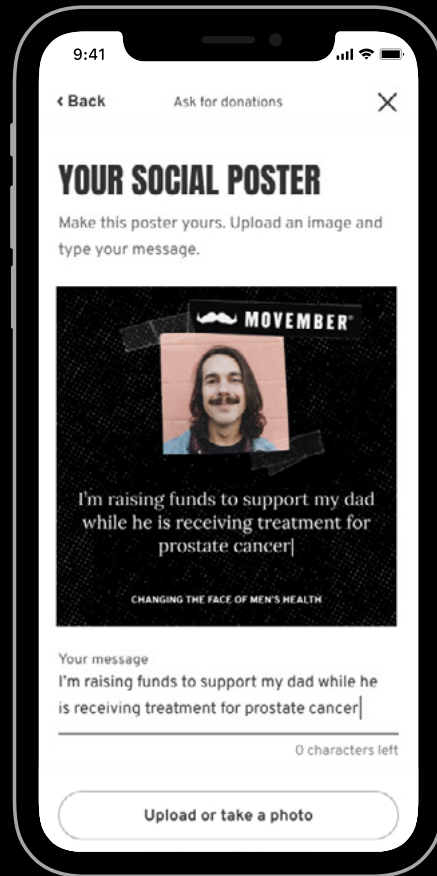
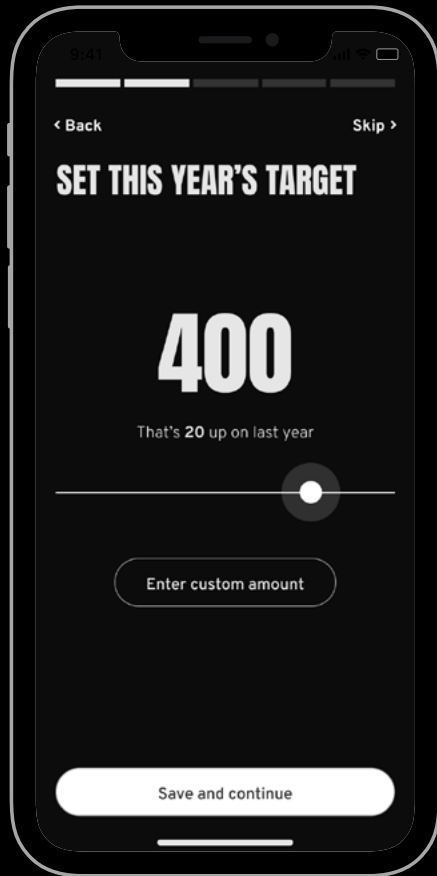
If we haven't sold it yet, you can also:

- Get notified whenever donations roll in.
- Use your personalised QR code to share your Mo Space on the spot (also called instant donations).
- Track your progress as you huff and puff through your Move or Mo Your Own Way challenge.
- Check in on your team and any fundraising challenges that you're part of.
- Get the latest Movember news and stories from our awesome community.

Need we say more? Download on the [App Store](#) or get it on [Google Play](#) now.



# THE MOVEMBER APP



Your Mo Space is where the magic and the mayhem happens. It's the hub where you track your activities, hawk for donations, and have fun doin' good.

Setting up your Mo Space is simple. It starts with the basics:

- 1. Set a fundraising target.**  
Go with what's realistic to you – or if you're feeling ambitious, set your sights higher. Whatever your target is, always aim to smash it – because the more money you raise, the more men you help.
- 2. Write your motivation statement.**  
Tell your supporters why you're fundraising for men's health.
- 3. Snap a profile pic.** Upload a selfie.
- 4. Share!**

# SETTING UP YOUR MO SPACE



## CONNECT YOUR MO SPACE TO FACEBOOK

What if we told you that you're likely to raise 180% more funds than your average Mo by using one simple trick? With Facebook Fundraisers, you can easily link your Mo Space fundraiser profile and Facebook account. That way, friends and family can donate to your Movember fundraiser directly through Facebook – they don't even need to leave the app.

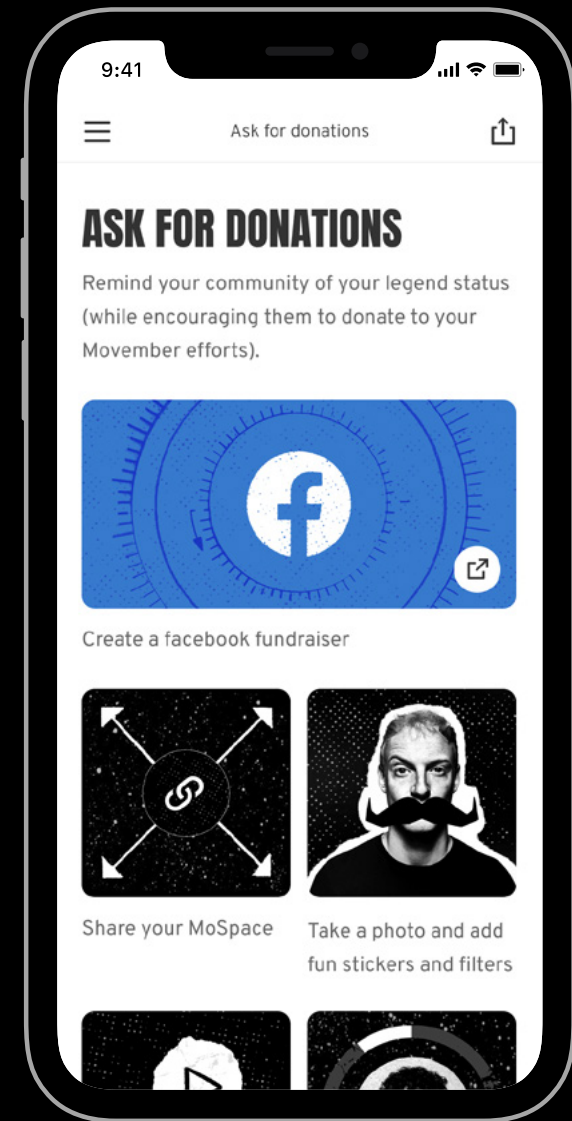
And that statistic is true: people who do this raise 180% above average.

Donations sync both ways. That means all donations received through Facebook appear on your Mo Space; and all direct donations to your Mo Space contribute to your Facebook fundraising goal. Pretty neat, right? And it's all done with a few simple steps.

- Head to your Mo Space and look for the Facebook icon
- Click to create your Facebook Fundraiser
- You'll need to sign into your Facebook account and follow the prompts
- Once finished, you'll be dropped back on your Mo Space where you can click 'View your Facebook Fundraiser'
- Post a pic to your Facebook Fundraiser or kick off by donating to yourself, then sit back and watch the donations roll in

Visit your Mo Space to set up your Facebook Fundraiser now.

# FACEBOOK FUNDRAISERS





# HOW TO GET YOUR FIRST DONATION

**“If you grow it, they will come” may have worked in *Field of Dreams* but doesn’t quite cut it for Movember donations. You’ll have to hustle for donations, especially if you’re a first-timer.**

Now that you have set your mind to **Grow, Move, Host, or Mo Your Own Way** (or mixed and matched all four) you can round up the usual suspects to get your first donation.

Donations are much like growing a Mo. Sometimes they come thick and fast. Most of the time, they come slowly... One. At. A. Time.

To help you live your best Mo, here are some donation ideas from our fundraising-hardened veteran Mo community.

### **Family and friends first**

They’ll be the most supportive. Especially if you have embarrassing photos of them.

### **Back yourself**

Make the first donation and challenge others to match it.

### **Tried and true**

Ask those who’ve supported you in the past. You’ll find their email details in your Mo Space. Go to your ‘My account’ section, then click on ‘Fundraising history’.

### **Share why you’re doing it**

If you have a reason or personal story you want to share, tell it. We’re all here to inspire conversations and change the face of men’s health.



## TIPS ON ASKING FOR DONATIONS

Since we're veterans at asking for donations, we've added a slew of templated messages to your Mo Space that you can use.

Don't just take our words, though; add a personal touch as you send messages via email, social media, or even offline with individual thank you cards – something they'll really remember.

## HERE ARE SOME OTHER THINGS YOU CAN SAY TO HELP SPRUIK FOR DONATIONS:

### For men's health

Let them know why men's health needs them.

"Globally, we lose a man to suicide every minute."

"Prostate cancer is the most cancer in men."

"Testicular cancer is the #1 cancer in young men."

"Our fathers, partners, brothers and friends are dying before their time."

## Progress updates

Whether you've chosen to **Grow, Move** or **Host** – or opted to **Mo Your Own Way** – don't forget to share your progress through the month. Photos, updates and Mo musings – keep your donors (and potential donors) in the loop.

## Update your target

If you smash your target with time to spare, why not up the ante? Inspire more donations by increasing your target.

## Offline donations

Loads of donors will send money straight to your Mo Space; but for those who give you cash, cheques or bank transfers, use the 'Submit cash donations' button on your Mo Space to send the donations directly to Movember.

## Ask again

Once more for the people in the back! Remind everyone that you're doing Movember and why it's important to you. Include your Mo Space web link (the URL) and/or QR code to make donating as easy as possible. Sometimes people just need a reminder, so don't be afraid to repeat yourself.

## Pre-written emails and social posts

We know – not everyone's a wordsmith. Most of us would rather be out and about sweating for Movember instead of sweating in front of a blank Word document. Our scribes have written some email templates for you to send out and really get donations flowing. Download the templates from our [fundraising resources page](#).





# FUNDRAISING IN TEAMS

**Did you know that you can raise funds as a team? You have fun, build connections and strengthen camaraderie with friends, peers and colleagues.**

Your teammates keep you fired up. You dial the competitive you up to 11. A team makes a bigger impact. And that means more much-needed funds and awareness for men's health.

To join a team, head to the team section of your Mo Space. Here you can choose to join an existing team or rustle up some Mo's to start your own team.

Every team has a page that shows the Team Captain, fundraising target, and tally. You can also check out the feed to see donations, messages and photos from the team.

## **STARTING A TEAM**

To start a team, head to the team section of your Mo Space.

Starting a team makes you the default Team Captain. It's a huge responsibility, by the way. Nonetheless, every team needs one. A legendary Movember supporter. Chief motivator. Champion recruiter. One who leads by example.

1. Your first responsibility is a team name. Beardless Dragons? The Hairy Marys? Choose wisely. A good name makes recruiting team members easier. The bigger your crew, the bigger your impact.
2. Set a fundraising target with your team and make a plan to blow past expectations
3. Set the team's motivation. Like a personal Mo Space, make it meaningful.
4. Give your Mo Space a personal touch with pictures, videos, plenty of updates and team members' personal stories.
5. Activate the team feed with some healthy banter. Who'll start the ribbing?



# RECRUITING YOUR TEAM

**The best way to raise funds is to build a strong team, inspire them to get involved, and have fun while you're at it. Get creative because the sky's the limit.**

## **TIPS FOR RECRUITING TEAM MEMBERS:**

### **Co-captains double the fun**

As a Captain, it's smart to recruit a Co-Captain. A Chewbacca to your Han. A Pippen to your Jordan. A Sonny to your Cher. You don't have to have one, but who else will talk you down from making 'Don't Stop Believing' your team song?

Choose an ally who can help you stay on the ball. One who can help you keep the group motivated. Most importantly, choose a Co-Captain whose contacts can be mined for potential team members and donors.

### **Share your why**

Take to the streets (OK, maybe social media) to tell people why you signed up to fundraise with Movember. Ask them to join you on your mission for men's health by signing up to your team. If they can't sign up – ask if they'll consider donating.

### **Get recruits, lead by example**

A Team Captain has the power to inspire. They get to recruit people into the Mo community and motivate them to do good and have loads of fun. And the best way to do good is to lead by example. Consider sacrificing your existing facial hair (beards, goatees etc.) to show your dedication. Promise weekly prizes for the best Mo, Mover, and fundraiser. Auction off the Mo you'll Grow (meaning others get to make the call on the style of Mo you Grow).

### **Get the band back together**

Rounding up your previous team for a comeback tour is easy. The contact details for those members will be on your Mo Space. Just log on to 'My account' then click on the 'Team' tab.

### **The party bus**

Nothing brings people together like a good old-fashioned party. Host a Movember kick-off party on the 1st of Movember. Make people sign up to your team as part of their RSVP.

### **Get on the leaderboard**

For next-level competitiveness, you can see how you rate against teams from your country or from around the world. The leaderboards show the Mo-gress of the top teams and individuals. If you aren't already in a team, you can ask to join one here. There's also a leaderboard that lists extra challenges that you can sign up for.





**Your fundraiser should be fun above all – but safe and legal for all Mo community members to participate in.**

Check to see if any games of chance or skill need to be registered and/or supervised by official observers.

If you're hosting a fun run or outdoor sports event, you may also need approval if you're using public grounds or blocking off traffic for your route.

You will have to recruit First Aid wardens for public physical events – your local ambulance volunteers may be available to help here.

You should also be aware of any insurance requirements if you're hosting a Mo-ment on private property like a home, office, or apartment building. Movember's own insurance won't cover your event or your participants, so please make sure everyone is covered.

We're here to help in any way we can, so reach out if you need a hand with legal, planning or fundraising tips.

#### CONTACT US

Got a question? Drop us a line:

**Email** [info@movember.com](mailto:info@movember.com)

**Phone** 1300 GROW MO  
(1300 4769 66)

# KEEPING IT LEGAL