



MOVEMBER WORKPLACE TOOLKIT

YOUR GUIDE TO HAVING FUN & DOING GOOD AT WORK





SETTING YOU UP FOR SUCCESS

Well hey there, likeminded legend. We're excited to have you with us – a champion of the mighty Mo, a leader among your colleagues, a fired-up change agent.

Regardless of your company size, or if your team is in office, onsite or something in between, this handbook has everything you need to get started.

From the entire crew at Movember, thanks for getting involved, and Mo on.

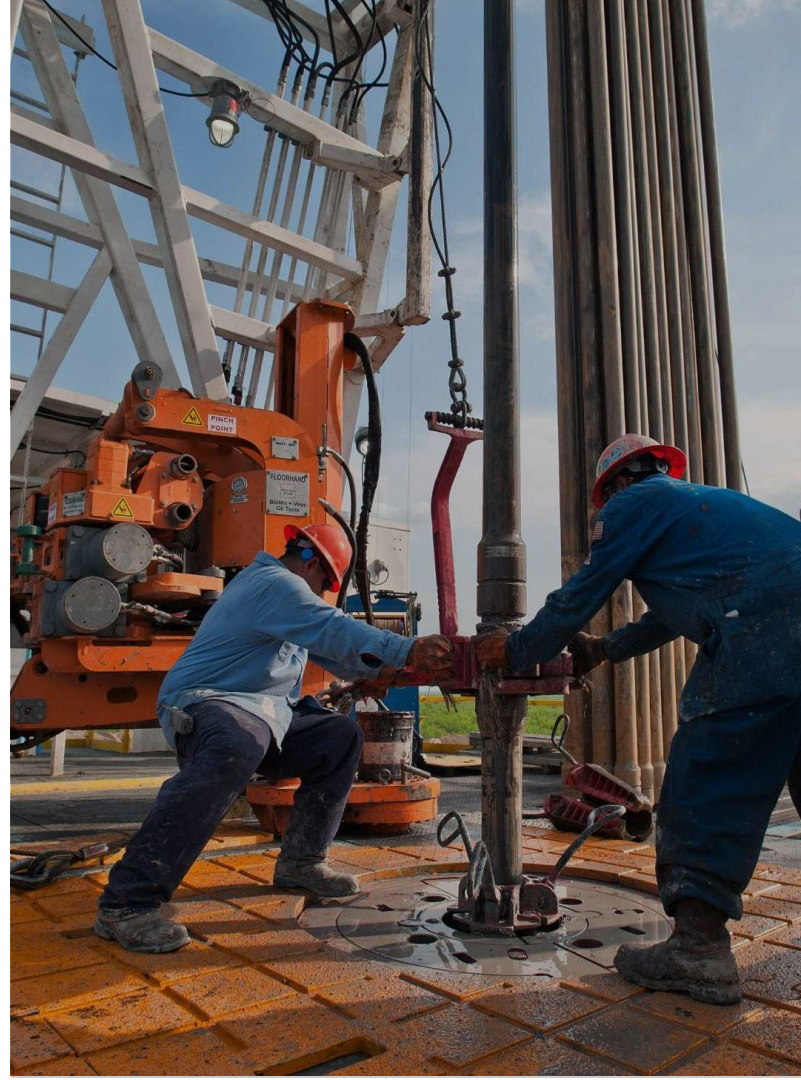
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MOVEMBER 101

— THE HAIRY BASICS —

MEN'S HEALTH IS IN CRISIS

Our fathers, partners, brothers and friends are facing a health crisis that isn't being talked about. Men are dying too young. Long before their time.



5 YEARS EARLIER

Globally, men die 5 years earlier than women

3 out of 4

Suicides in Canada are men

1 in 9

Canadian men will have prostate cancer

YOUNG MEN

Testicular cancer is the most common cancer in men aged 15-39

76%

of oil & gas workers identify as male

WHAT IS MOVEMBER?

Movember is the leading charity changing the face of men's health year-round, and on a global scale.

For 30 days, in the month formerly known as November, the Mo Community rallies to get people talking and raise funds for men's health projects. And participation certainly isn't limited to men. Mo Sisters have helped us make a real difference since day one.

Movember is transforming the way research into men's health is done, and the way health services reach and support men.

MOVEMBER'S PURPOSE:

**CONFRONT, CHALLENGE AND
CHANGE MEN'S HEALTH TO SAVE
MORE MEN'S LIVES.**



(Oh, and to have a heck of a lot of fun along the way...)



BENEFIT TO YOUR BUSINESS

Forget the usual workplace team-building activities.
Movember has them beat. Unite your team to
stop men dying too young.



EMPLOYEE BENEFITS

**IMPORTANT
HEALTH
MESSAGING TO
ALL STAFF**

**FEELING
CONNECTED
AND PART OF
THE TEAM**

**FUN &
ENJOYMENT**

**SENSE OF
ACHIEVEMENT**

**CONFIDENCE
THEIR
DONATIONS
ARE MAKING A
DIFFERENCE**

**A CAUSE
THAT IMPACTS
EVERYONE**



EMPLOYER BENEFITS

**EMPLOYEE
ENGAGEMENT**

**MENTAL
HEALTH
PROMOTION**

**UNITE THE
COMPANY**

**ATTRACTION &
RETENTION OF
STAFF**

**REMOTE &
HYBRID WORK
FRIENDLY**

**COMMUNITY &
CSR GOALS**

WHERE THE MONEY GOES

Over **85%** of funds raised went directly to men's health projects in 2021.

Since 2007, we have funded over 250 projects across Canada that are changing and saving lives.

Watch our impact [video](#) or visit our [impact hub](#) to learn more.

PROSTATE & TESTICULAR CANCER

We're looking for a cure, yes, but we're also fiercely focused on improving quality of life for the millions of men living with or beyond prostate & testicular cancer.



BIOMEDICAL
RESEARCH



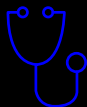
CARE



EDUCATION



HEALTH
SERVICES



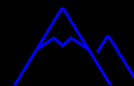
CLINICAL
QUALITY

MENTAL HEALTH & SUICIDE PREVENTION

The issue of suicide is incredibly complex. But we know this: improving overall mental health and helping men establish better social connections can reduce the risk of suicide. We prioritize funding to communities that need your support most:



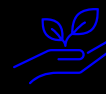
FATHERS



INDIGENOUS
MEN & BOYS



VETS & FIRST
RESPONDERS



YOUNG
MEN



MEN GOING
THROUGH
TOUGH TIMES
IN LIFE



FOUR WAYS TO GET INVOLVED

1) GROW A MO

Grow a moustache and become a walking billboard for men's health.

2) MOVE

Get active and take the Movember 60km Move challenge. That's 60kms for the 60 men we lose to suicide, each hour, every hour across the world.

3) HOST

Host a party, a Shave Down, invite friends over for a BBQ, whatever you like.

4) MO YOUR OWN WAY

Create your own fundraiser. Something new, unique, and creative!





MOVEMBER CAMPAIGN PLANNING

— GO BIG FOR MEN'S HEALTH —

SIMPLE STEPS TO RUN A SUCCESSFUL CAMPAIGN



1 CONNECT

With a Mo HQ development manager to learn about Movember's work, cause and what support is available



2 SET

Campaign dates, timelines and goal(s)



3 RECRUIT

Movember Committee, executive sponsor, and start spreading the word to fellow employees



4 PLAN

Fun activities, incentives and / or contests



5 PUBLICIZE & PROMOTE

Your Movember campaign to employees so they know it's coming



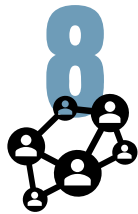
6 ASK STAFF TO SIGN UP

by heading to movember.com and join your team



7 KICKOFF

Your campaign and share why people should get involved



8 ENGAGE EMPLOYEES

Through events, weekly comms and team building activities



9 WRAP UP & CELEBRATE

Your hairy journey with a wrap up party or special announcement.



10 SAY THANKS

To all your fundraisers, volunteers and donors.

click here!



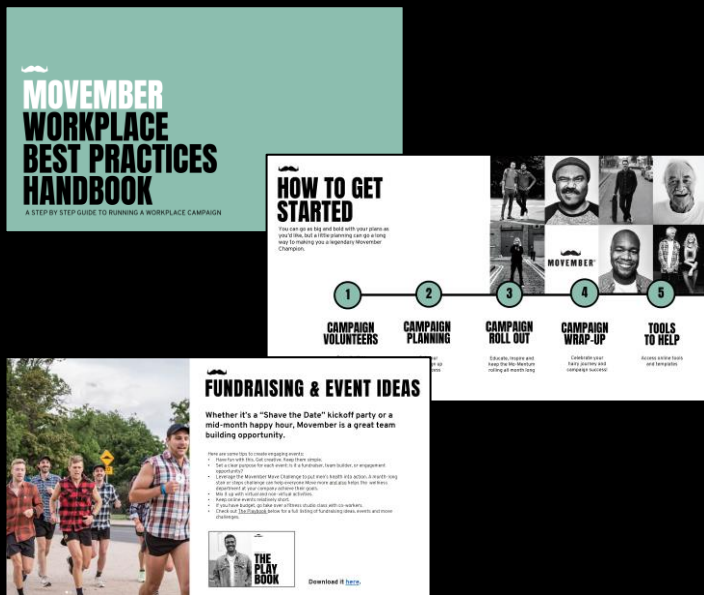
[DOWNLOAD HERE](#)

MOVEMBER BEST PRACTICES HANDBOOK

Want to take your Movember campaign to the next level? This handbook walks you through how to structure, plan, and bring your Movember campaign to life.

HANDBOOK INCLUDES:

- Campaign roles
- Planning a successful campaign
- Goal setting
- Fundraising & event ideas
- Launch & wrap-up ideas



click here!



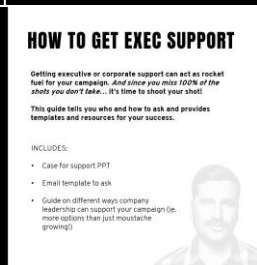
DOWNLOAD HERE

MOVEMBER COMMUNICATIONS GUIDE

Your 1-stop shop for everything you need to communicate, publicize and promote Movember to your workplace.

GUIDE INCLUDES:

- Templated Emails
- Promo Asset & Logos
- Mental Health Comms Material
- Campaign Posters
- Health Guides
- Guide to Exec Support



#	SUBJECT LINE	WHEN TO SEND	KEY MESSAGING
1	The hairiest time of the year is fast approaching!	DOWNLOAD October 19th	Building excitement & announcing your 2022 campaign.
2	On your mark, get set, Mo!	DOWNLOAD October 25th	Inspiring and recruiting your colleagues to join the team.
3	Welcome to [Insert Team Name]	DOWNLOAD Check a Zoom/Meet registration	Make new teammates feel welcome + share campaign info.
3	All aboard the Mo train!	DOWNLOAD November 1st	November 1st launch email
4	Things are getting hairy	DOWNLOAD November 8th	Celebrate your team's progress and support for date.
5	Halfway there...let's keep in Mo'log!	DOWNLOAD November 15th	Mid-month update + encourage and motivate team.
6	Time for a legendary final push	DOWNLOAD November 24th	Fundraising tip and the final push for Movember!
7	As we go on, we remember, all the Mos we grew together	DOWNLOAD December 2nd	Celebrate your hairy journey and acknowledge teams efforts.



YOUR MO CALENDAR

ALREADY
DONE

Have a passion for men's health (and moustaches!)

Tap into Movember resources (like this one) to make running a Movember campaign easy

Personalize your Team Page at movember.com

A little planning can go a long way to creating a legendary Movember Campaign.

Here's an example of some key dates and pointers that can help you create noise for men's health.

OCTOBER

Get vocal. Send shout-outs to friends and colleagues to register and join your team.

Personalize your Team Page at movember.com. Add a custom branded image and company motivation.

Start organizing Mo-ments (Movember-style gatherings) that you'll Host during Movember.

Share your team page URL through email and at team meetings.

Post on social media and display Movember posters around your workplace.

Recruit, Recruit, Recruit. Up your pre-campaign communication to inspire and motivate staff.

MOVEMBER

Kick-off. Start the 1st of Movember cleanshaven – to kick off fundraising, why not Host a Shave Down?

Spread the word. Email your work, social and business contacts letting them know you're Growing, Moving or Hosting for Movember, and how they can donate.

Health Education. Host a men's health 'lunch and learn' with a local Movember representative or external health expert.

Events. Host a happy hour, bake-off or cooking master class to get people salivating and supporting your efforts.

Send weekly updates via email or present at your weekly team meeting. Highlight your team's fundraising efforts, moustache and share important health info.

Wrap-up. Organize an end of Movember shave-off celebration or awards ceremony.

DECEMBER

**Wrap up
Shave Down
High five**

Final Tally. Finalize how you'll collect funds – and remind your supporters about dollar matching.

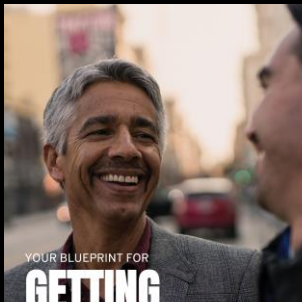
Thanks. Send out a final 'thank you' email to everyone who has supported your efforts. If you've Grown a Mo, include a picture or group shot of your team.

Remember to share your workplace's fundraising total and let everyone know they've made a difference in the lives of men around the world.

click here!



[DOWNLOAD HERE](#)



YOUR BLUEPRINT FOR
**GETTING
CORPORATE
SUPPORT**

The top 1% of Movember Teams had this in common... they all had corporate support.

Getting help from up-top can be a game-changer in how much (1) funds your organization raises, (2) people you recruit to your team and (3) the impact you can make on men's health.

If you want to go big for men's health, then this guide is for you. It tells you who and how to ask and provides templates and resources for your success.

CORPORATE SUPPORT ACTS AS ROCKET FUEL FOR YOUR CAMPAIGN.

Take a second to imagine the impact it:

Your fundraising was doubled (or tripled!) by a corporate dollar match or corporate cheque

Your CEO or President made an announcement pledging their support and encouraged the whole company to join you

You were given budget to host a month-end wrap up party for the entire office

Your communications team helped promote and share Movember mental health messages internally

01 READY

MAKE A PLAN
Get clear on what you want to reach out to and what you need to ask for.

BACKUP ASK
If your boss can't give a full, solid nod for good with a company-wide announcement:

- You've checked for events or dates
- You've asked for approval in private
- You've asked a colleague to help with a corporate donation

Let your boss know you'll be present at a team meeting or company townhall

Email requests and ask them to you or delegate to your team.

02 SET

RESEARCH
How does your company support other charities in the space and if they can support your Movember program (in some way)?

REQUEST A MEETING
Send a note to the decision makers to start the conversation. Download the email template on page 4.

MAKE YOUR CASE
Here to impress! Download our template! Get our Support! PowerPoint to help bring your Movember aspirations to life.

03 GO

SHOOT YOUR SHOT
Have a meeting, or phone call and make your case:

- Share your aspirations
- Highlight benefits for the company
- Share how leadership can support
- Finish with a clear ask and next steps.

You miss 100% of the shots you don't take. Be confident. You're doing this for men's health.

SAY THANKS
Show your gratitude and send a follow-up thank you email.

ASK IN THREE EASY STEPS

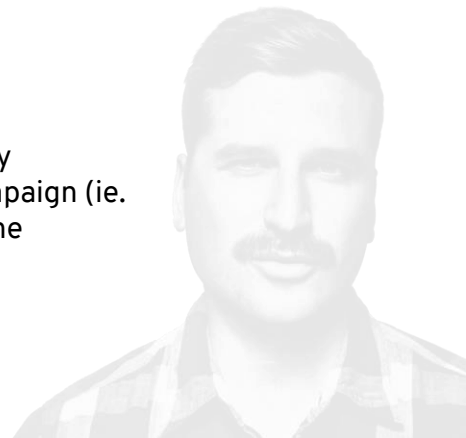
HOW TO GET EXEC SUPPORT

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!)



SOME PROMO & RECRUITING TIPS...

- Send creative & fun emails in October with your team details and URL to colleagues
- Plant the seed early and often with posters, emails, and conversations



START EARLY
+
BE PERSISTENT

MOVEMBER OFFICE KICK-OFF PARTY

DOUBLE YOUR TEAM
challenge each team member to recruit one more person

SHARE WHY YOU MO
Share your personal why and motivation to Mo



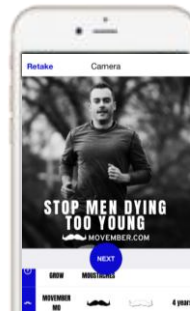
USE YOUR COMMITTEE
People will sign up if asked by the right person. Cover more ground.

OFFICE SHAVE DOWN ON MOVEMBER 1ST

LEVERAGE EXISTING MEETINGS TO SPREAD THE WORD

- **CREATE "BUZZ"** by doing something unexpected in October. Make a cheeky video. Do a Movember stunt. Announce a prize incentive. Create a competition between departments or two VP's.
- **CREATE FOMO** by laying out all your fun activities for the month. Highlight how others are fundraising to inspire others. *Lead with passion and people will want to follow.*

DOWNLOAD THE MOVEMBER APP



HAVE YOUR PITCH READY

Get creative, have fun - but also be bold and confident. Men's health is in crisis. It's kinda a big deal.



MOVEMBER FUNDRAISING

— GO BIG FOR MEN'S HEALTH —

click here!



[DOWNLOAD HERE](#)



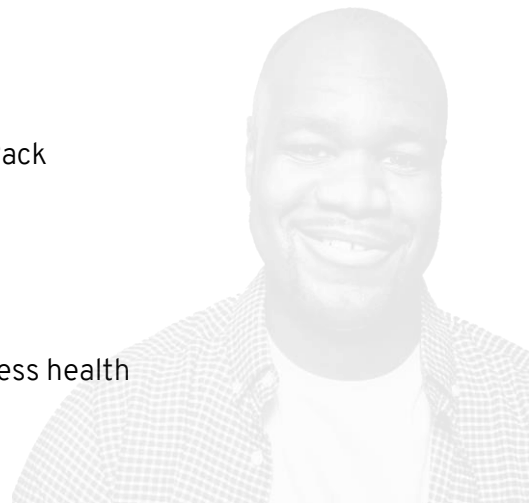
MOVEMBER EVENT KIT

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

We've packaged up 4 different event ideas with step-by-step guides and resources to make this as turn-key as possible.

KIT INCLUDES:

- Four ideas including:
 - Shave down
 - Mo Awards
 - Move Fitness Challenge
 - FIFA World Cup Event Pack
- Templated Email
- Event Posters
- FIFA Testicular Cancer awareness health promotion guide



click here!



[VIEW ARTICLE HERE](#)



 **FACEBOOK FUNDRAISER**

You can automatically create a fundraiser on Facebook so friends can donate without leaving the site.

[Create Fundraiser on Facebook](#)

FACEBOOK FUNDRAISER

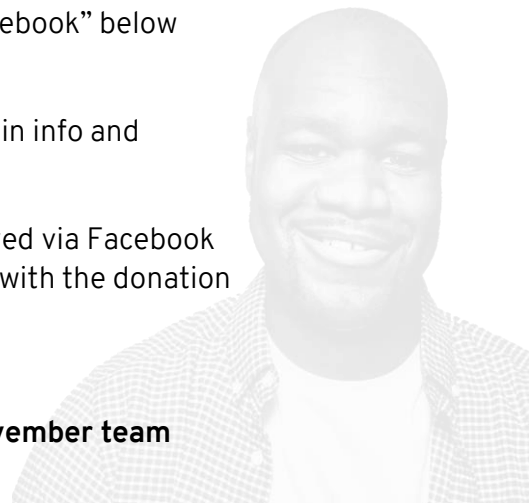
DID YOU KNOW: Mo Bros and Mo Sisters who created a 'Facebook fundraiser' raise 180% more on average?

In 30 seconds, you can too with 3 simple steps:

- 1.** Login to your personal Mo Space on Movember.com
- 2.** Scroll down and hit the button "Create Fundraiser on Facebook" below your motivation
- 3.** Enter your facebook login info and '*voila!*' you're all set.

The best bit: any donations received via Facebook will pull across to your Mo Space, with the donation count and totals synching.

Share the [guide](#) & instructional [video](#) with you Movember team



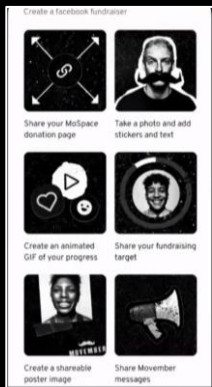
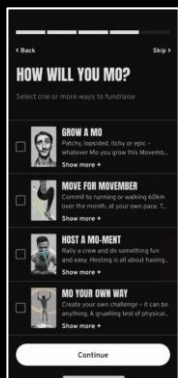
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DOWNLOAD

[App Store](#)

[Google Play](#)



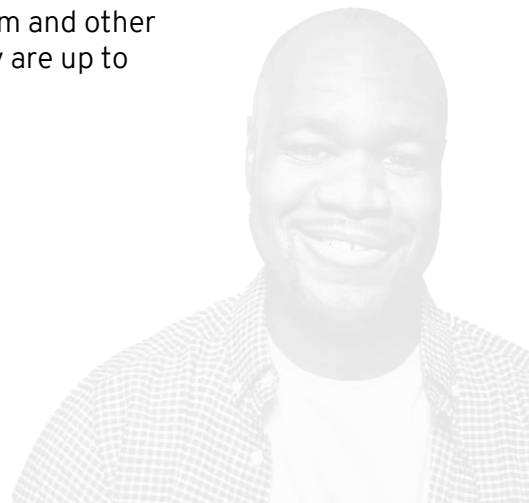
MOVEMBER APP *NEW*

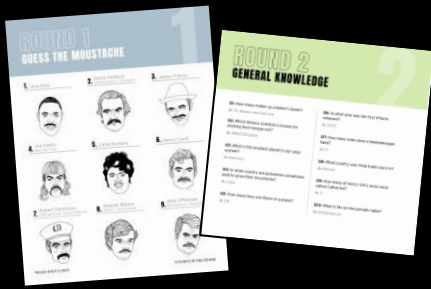
Movember in your pocket. Track your progress, rally donations, share your Mo Space (and more). Do something good.

Download the app now!

NEW FEATURES:

- NEWS FEED: see what your team and other members of the Mo Community are up to





MOVEMBER
QUIZ



BE A
MO SISTER
1-PAGER



3 STEP
TO RAISE
\$150

ADDITIONAL FUNDRAISING RESOURCES

Mo Sister 1-pager ([link](#))

3 Steps to \$150 ([link](#))

Fundraising & Events Playbook ([link](#))

Movember Quiz ([link](#))



SOME FUNDRAISING TIPS...

- Personalize your Mo Space and team page with photos, videos, and updates
- Crowning a Man of Movember, Top Mover, Best Mo and Lame Mo
- Prizes and encouragement for best Mo of the week

SET A TEAM
FUNDRAISING
GOAL
Ready, aim, Mo!

ASK CUSTOMERS AND SUPPLIERS TO GET INVOLVED BY DONATING PRIZING



OFFICE EVENT IDEAS

- **Mini putt challenge** – create custom course in office, raise \$
- **50/50 raffle** – simple, yet very effective
- **Silent auction** – ask suppliers, customers & local vendors to support
- **Insult jar** – “encourage moustache insults for \$5 donation/insult”
- **Jeans Day** - donation to wear pants on Fridays
- **Food Event** - host a bake sale, chili cookoff, whisky tasting



USE INCENTIVES
Whether team or
personal incentives...
give people a reason
to donate!

SEND REGULAR UPDATES

SET UP FRIENDLY COMPETITIONS BETWEEN DEPARTMENTS, EXECUTIVES, OR

DOUBLE YOUR
EFFORTS

ask about company
\$ matching or
corporate donation

MOVE THE
MASSES

gather your
colleagues for a
virtual group
workout.



BE THE #1 FAN

Be supportive and send along words of encouragement to team members as you work together towards your goal.



WORKPLACE CASE STUDIES

LEARN BY EXAMPLE

click here!



[DOWNLOAD HERE](#)

CASE STUDIES

There's no need to re-invent the wheel. Get inspiration from other great Movember campaigns from the past few years.

INCLUDES:

- 3 workplace examples
- 12 fundraising & event ideas
- Rough campaign plans & timelines





HEALTH MESSAGING

————— SPARK CONVERSATION —————



MENTAL HEALTH & SUICIDE PREVENTION

Health Statistics:

- Globally, a man dies by suicide every minute.
- In Canada, 3 out of 4 suicides are by men - That's an average of 50 men per week dying but suicide.
- Suicide is the second leading cause of death among men aged 15-45 in Canada.
- For men aged 15 to 29 globally, suicide is the leading cause of death.
- There's no single reason why men take their own lives, but we do know that by improving overall mental health we can reduce the risk of suicide.
- Men often burden under traditional masculinity social norms (particularly self-reliance and stoicism) and can be slow to take action for their health. This “tough it out” mentality works against their well being.
- Over half (59%) of Canadian Men feel society expects them to be “emotionally strong and to show no weakness”

Key Programs:

❖ [Movember Conversations](#)

An interactive, digital tool to give you the skills to handle tough conversations

❖ [Family Man](#)

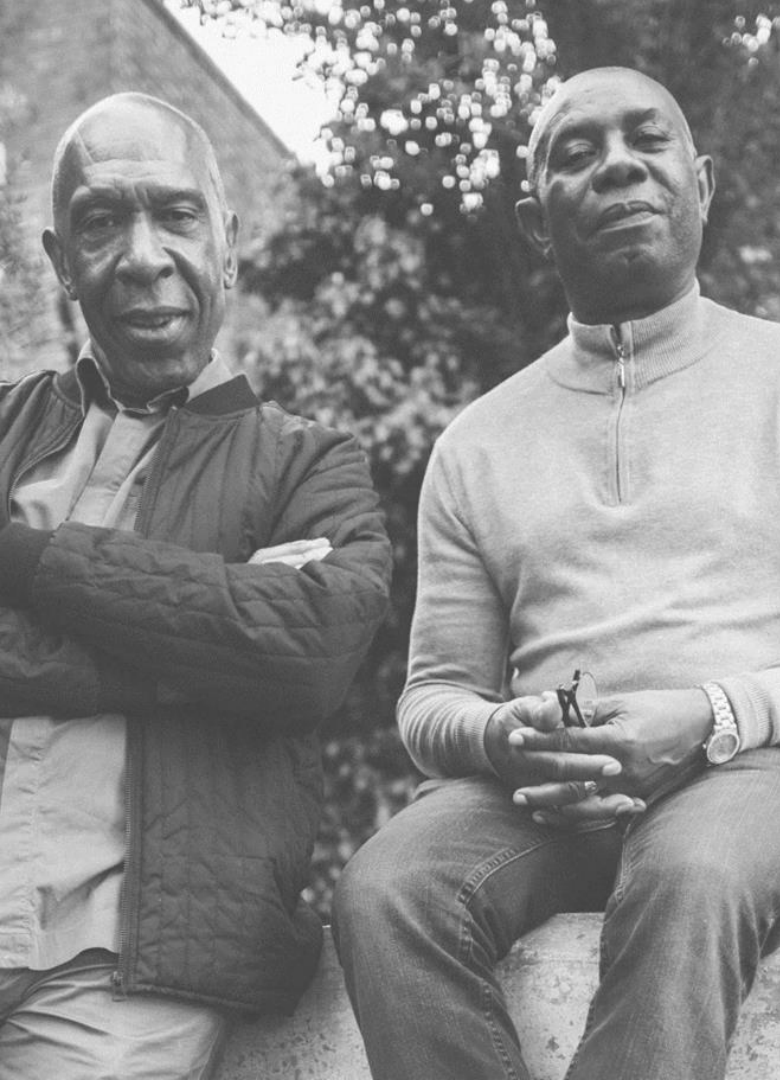
research-backed online parenting program for dads

❖ [Breaking the Ice](#)

A mental fitness program for young boys who play hockey, their parents and coaches

❖ [Brotherland](#)

Honouring the Warrior Within is a collective of mental health programs for Indigenous men and boys



PROSTATE CANCER

Health Statistics:

- Prostate cancer is the most commonly diagnosed cancer among men.
- In Canada, 1 in 8 men will be diagnosed with Prostate cancer in their lifetime.
- 24,600 Canadian men will be diagnosed with prostate cancer. This represents 20% of all new cancer cases in men in 2022.
- On average, 67 Canadian men will be diagnosed with prostate cancer every day.
- On average, 13 Canadian men will die from prostate cancer every day.
- In 2018 for the first time more men died from prostate cancer than women died from breast cancer.
- 9.9 million men globally are living with and beyond the disease.
- Men should get checked for prostate cancer from the age of 50 (*This should be earlier, at 45, if you're of African or Caribbean descent, or have a family history*).
- Since 2008, Movember has funded 175 research grants, and clinical trials in Canada, investing over \$104 million (2021 dollars).

Key Programs:

❖ [True North](#)

Digital resource for men to find advice on prostate cancer treatments and common lifestyle changes.

❖ [Global Real World Evidence Network](#)

a global network that supports biomedical research, clinical trials, treatment quality improvement and personalized care for men.



TESTICULAR CANCER

Health Statistics:

- In Canada, testicular cancer is the most commonly diagnosed cancer in young men.
- Young men aged 15 to 39 are most at risk yet 69% of men in that category don't know that they're at risk
- 70% of Canadian men either never have or don't know how to check for testicular cancer.
- The number of men being diagnosed with testicular cancer has doubled over the past 50 years.
- Each year, more than 1,200 men are diagnosed with testicular cancer in Canada
- The 95% chance of survival is no comfort to the 1 man in 20 who won't make it.
- Men should check their testicles regularly for pain, lumps, or swelling monthly while in the shower.

Key Programs:

❖ [Nuts & Bolts](#)

a digital resource with tools men need to confidently handle the testicular cancer journey from diagnosis to treatment, to live afterwards.



MOVEMBER LINGO

About Movember:

- Movember is the world's leading charity changing the face of men's health.
- Movember focuses on the three key areas of mental health & suicide prevention, Prostate cancer, and Testicular cancer.
- Movember has funded over 1,250 men's health projects in more than 20 countries around the world.
- From 30 moustaches in 2003, Movember has grown into a Movember of over 5 million supporters

Movember Tag Lines:

- Changing the Face of Men's Health
- Stop Men Dying Too Young
- Having Fun while doing Good
- Grow a Mo, save a Bro
- ALEC - four steps you can use to navigate a mental health conversation: Ask, Listen, Encourage Action, Check-In.

Movember Sign-Offs:

- United We Mo,
- Mo On,
- Keep. On Mo-ing,
- Mo love,



HELPFUL RESOURCES

————— EVERYTHING YOU NEED —————



DIGITAL RESOURCES

Digital Toolkit

- [2022 Digital Toolkit](#) includes:
 - [Email Templates](#)
 - [Fundraising Guides](#) to share with your team
 - Posters, Social Media Graphics, [Zoom backgrounds](#), [logos](#)
 - [Movember Canva](#) - templates with messaging and graphics so you can quickly fill in and customize

Helpful Mo.com links:

- [About Movember](#)
- [History of Movember](#)
- [Movember Funded Projects](#)
- [Movember Financials](#)
- [Global Annual Report](#)

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

MOVEMBER VIDEOS

General Movember

- [Changing the face of men's health.](#)
- [Movember Facial Hair Facts](#)

Mental Health & Suicide Prevention

- [Be a man of more words. Talking saves lives.](#)
- [Spot the Signs](#)
- [World's First Subarctic Indigenous Mental Health Addictions Centre](#)

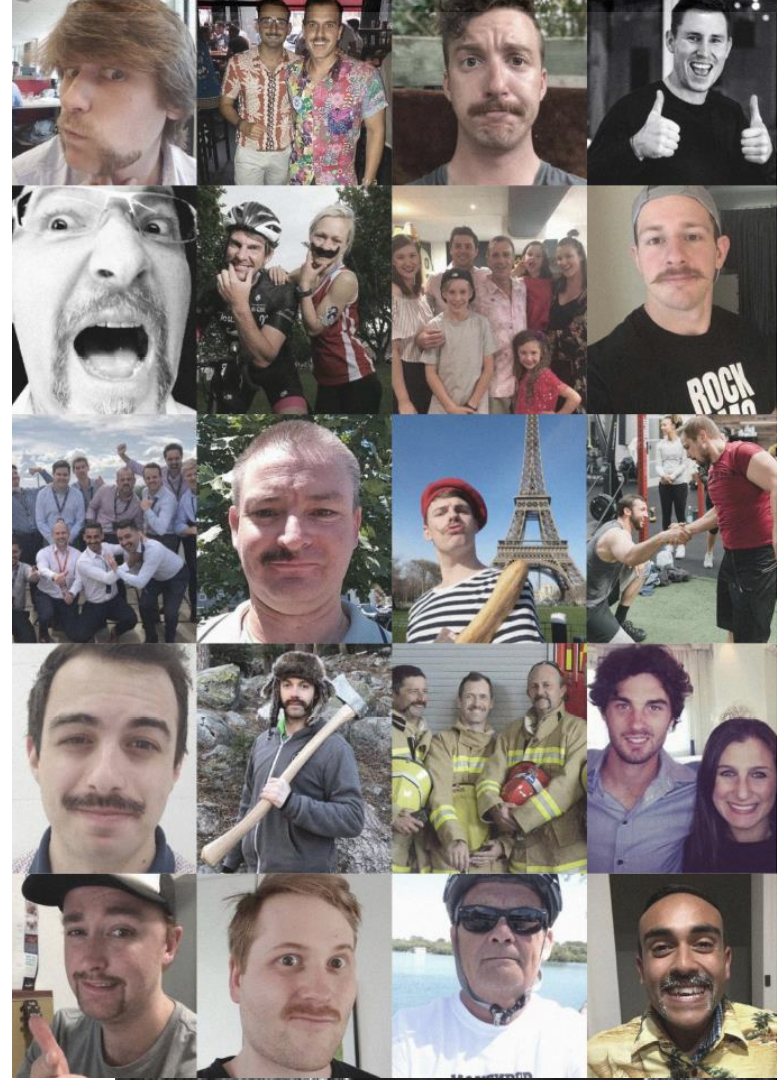
Prostate Cancer

- [Two Brothers: Bret & Smith Hart](#)
- [PSMA PET SCAN: Helping doctors to measure the spread of prostate cancer.](#)
- [The World's First Precision Medicine For Prostate Cancer](#)

Testicular Cancer

- [Check Your Pair - How-To Guide](#)
- [Know Thy Nuts - Awareness Video](#)

*For more videos and personal stories check out [Movember's Youtube page](#)



As a Movember Champion, you and your team have the power to stop men dying too young.

Be bold, put yourself out there and always remember this: you're making a real difference to lives across the world.

From everyone at MoHQ, thank you for helping us change the face of men's health.

**HAVIN'
FUN
DOIN'
GOOD**





GOT FEEDBACK?

HELP US IMPROVE OUR CAMPAIGN RESOURCES

Tell us what we need to hear (kudos, suggestions, feedback, etc.)

[CLICK HERE](#) TO TAKE THE
30-SECOND SURVEY

BONUS: respondents will be entered into a draw for a free Movember T-shirt!



NEED SUPPORT?

If you've got questions, we've got answers.
We're always here to help.

info.ca@movember.com
1-855-4GROWMO