




MOVEMBER®

CAPTAIN'S TOOLKIT

**MO
ON!**



Team Captains are legendary Movember supporters. Change agents. Chief motivators. Champion recruiters. You lead by example, inspiring and motivating others to shake things up and get behind the cause.

Whether you're a Mo Bro or Mo Sista, as Captain you'll recruit and build a team on movember.com. Together, you'll Grow, Move and Host, raising funds and awareness to help change the face of men's health.

TIME TO SHINE

WHO'S AN IDEAL TEAM CAPTAIN?

There are only two prerequisites for Movember Team Captains:

Enthusiasm for moustaches (which, of course, includes female admirers of the mighty Mo)

A passion for men's health.

SO, WHY DO IT?

The better question is, why wouldn't you? Being involved in Movember puts you in the driver's seat to:

01

Raise much-needed funds that will support innovative projects across prostate cancer, testicular cancer, mental health and suicide prevention.

02

Spark conversations around the most important issues facing men's health globally, and prompt action that helps men live happier, healthier and longer lives.

03

To have fun, build connections and strengthen camaraderie with friends, peers, colleagues and your team.

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.

As the leading charity changing the face of men's health, we're taking action.

We need to stop men dying too young.

OUR ROOTS

HISTORY

In 2003, two friends from Melbourne, Australia, were having a quiet beer when their conversation turned to recurring fashion trends. The moustache, a fixture in past decades, was nowhere to be seen. They joked about bringing it back.

They decided to talk anyone who'd listen into growing a Mo. Inspired by a friend's mum who was fundraising for breast cancer at the time, they decided to make their efforts about men's health and prostate cancer. They designed the rules of Movember (which are still in place today) and agreed to charge ten dollars to grow a Mo. They found 30 guys willing to take up the challenge.

Those first 30 Mo Bros grew their moustaches with such enthusiasm that in 2004 a decision was made to formalise the concept and get all participants growing for a cause.

Since then, Movember has created a men's health movement of more than 5 million supporters around the world. We've funded 1,250+ (and counting) men's health projects across 20 countries, such as TrueNTH Prostate Cancer and TrueNTH Testicular Cancer, which put tools like decision support, lifestyle management, and symptom tracking into the hands of men who need it.

Movember is one of the largest non-government investors in research and quality-of-life initiatives for men that impact the global population. In 2018, NGO Advisor ranked Movember 45th out of the top 500 NGOs worldwide. Now that's something.

2030 GOALS

Around the world, men die on average six years younger than women and for largely preventable reasons. By 2030, our ambition is to reduce the number of men dying prematurely by 25%.

Since 2003, Movember has prompted billions of conversations about men's health, encouraging men to understand the health risks they face, talk more openly about their health and to take action when necessary.

These conversations have paved the way for our ambitious 2030 goals to:

- 01 Halve the number of deaths from prostate cancer and testicular cancer
- 02 Reduce the rate of male suicides by 25%
- 03 Halve the number of men experiencing serious mental and physical side-effects from treatment of prostate cancer or testicular cancer.

But to get there, we need your help.

SEP

10th – World Suicide Prevention Day.

Spread the word and build your team – the more the merrier.

Encourage your CEO or senior managers to register and get involved. If you need help with this, let us know.

OCT

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

Personalize your Mo Space and team page at movember.com.

Start organizing Mo-ments (Movember-style gatherings) that you'll Host during Movember (call or email MoHQ for ideas).

Big plans? Recruit 2-3 Mo Bros or Mo Sistas to help recruit teammates and coordinate events.

Share your Mo Space and team page URL through email and social media.

Choose a moustache style or auction off the styling rights to kick-start your fundraising efforts. Not Growing? Make sure you're prepped to Move or Host instead.

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

NOV

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

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

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

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

Send weekly updates highlighting your team's fundraising efforts, moustache Growth and kilometres clocked by Movers.

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

DEC

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

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.

APR

Testicular Cancer Awareness Month – the month where we encourage men across the world to Know Thy Nuts.

Download Movember's 3-step guide and share it with your friends.

Ladies, encourage the men in your life to self-examine. If they're not sure how, movember.com has all the information you need.

A little planning can go a long way to making you a legendary Movember Team Captain.

Here are some key dates and pointers to help you create noise for men's health.

THE MO CALENDAR

Every whisker, drop of sweat and get-together counts. If you can't Grow a Mo, fear not – there's more than one way to get face-deep in the movement.

GROW A MO

Is your team ready to get hairy? Great news. Trucker, regent, connoisseur or wisp – no matter the shape or style of your team's Mo's, you'll raise much-needed funds and awareness for men's health.

MAKE YOUR MOVE

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

HOST A MO-MENT

Rally a crew for breakfast, a film night, a dress-up day, a ping pong tournament – whatever you like. Hosting a Mo-ment brings people together, stoking conversation and connection.

HOW TO GET INVOLVED



YOUR TOOLKIT

As Team Captain, you'll get a digital toolkit to launch your Movember efforts, which includes:

Templated Captain emails

Fundraising ideas

Videos



To get yours, visit:

MOVEMBER.COM/CAPTAINTOOLKIT



FUN WAYS TO FUNDRAISE

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 – the sky's the limit.

01

Host a Movember kick-off party on November 1st with an office Shave Down, morning coffee or themed lunch.

02

Set a fundraising and/or Move target with your team, and make a plan to crush it.

03

Personalize your Mo Space with pictures, videos, updates and team members' personal stories.

04

Add the team's Mo Space URL to your email signature.

05

Use your Mo Space leaderboards to compete with and motivate each other.

06

Get your business to back the Mo by sharing Movember's health messages and stories through internal communication channels. And don't forget to ask your employer if they'll match your team's fundraising efforts.

07

Sacrifice your existing facial hair (beards, goatees etc.) for donations.

08

Leave a donation box in your break room, locker room or wherever you gather regularly.

09

Give weekly prizes for the best Mo, Mover and fundraiser.

10

Auction off the Mo you'll Grow (meaning others get to make the call on the style of Mo you Grow).

11

Ask for donations through email and social media, with a link to your team's Mo Space.

12

Get senior members of your organization on board (we can help with this).

13

Throw an end-of-month awards ceremony to toast the top fundraiser, Mover and, of course, the best and worst Mo's. Make sure the donation box moves around the room.

As a Movember Team Captain, 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



For more information, inspiration
and to sign up your team, go to
MOVEMBER.COM