



YOUR WORKPLACE FUNDRAISING GUIDE

SIGN UP AT [MOVEMBER.COM](https://www.movember.com) TO STOP MEN DYING TOO YOUNG



WELCOME ABOARD

Your workplace can stop men dying too young.

At Mo HQ we love three things: moustaches, doin' good and havin' fun. Of course, we couldn't do what we do without organizations like yours. There's no doubt about it, you're our our rock stars.

Your workplace is joining a movement of 5M+ passionate Mo Bros and Mo Sistas on a mission to help men live happier, healthier, longer lives.

In this pack, you'll find the inspiration to go bigger, better and hairier for men's health. From the story of an incredibly dedicated workplace, to important information about the projects you're funding.

As your workmates Mo throughout the month, remember that the money you're raising will fund groundbreaking research in prostate cancer, testicular cancer, mental health and suicide prevention.

Plus, uniting staff for a purpose outside of day-to-day tasks can bring you closer – helping to drive staff engagement and lift job satisfaction. What could be better than that?

From the entire team at the Movember Foundation, thanks for getting involved. And Mo on!





THE STATS

The crisis in men's health is impacting men of all ages, across all industries. Globally:

6 YEARS

Men die nearly 6 years earlier than women.

5.6M+

Men are estimated to be living with prostate cancer.

YOUNG MEN

Testicular cancer is the second most common cancer in young men.

15-29

Suicide is the second leading cause of death in 15-29 year-old men.

THE GOOD NEWS IS, YOUR WORKPLACE HAS THE POWER TO HELP CHANGE THIS.

HOW TO: GET INVOLVED

Every whisker, drop of sweat and get-together counts. Whether you're gutsy enough to rock a Mo at work, or you simply can't, there's more than one way to get involved in your workplace.



GROW A MO

Ready to get hairy? Great news. Trucker, regent, connoisseur or wisp – no matter the shape or style of your Mo this Movember, your face can raise 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. Do it as a team with workmates, or solo. Simply put one foot in front of the other to raise funds for men's health.



HOST A MO-MENT

Host a Mo-moment this Movember, and raise funds by doing what you already get a kick out of. Get your colleagues together. It's the easiest way to stop men dying too young.



WORKPLACE HERO

The staff at BHP, a multinational mining leader, made Movember a huge success in their workplace.

HERE'S HOW:

GIFT MATCHING

This allowed employees to double the donations made to the Movember Foundation. It was a win-win.

INTERNAL COMMS

Think posters around the office, emails every day, and chatter in the hallways. You name it, BHP communicated it.

PROGRESS UPDATES ON THE COMPANY'S INTRANET

The online platform encouraged staff to compare Mo pics, rally each other on, and ask for donations.

THROUGH THE EXPERIENCE, BHP:

CONNECTED EMPLOYEES ACROSS THE GLOBE

Given the company's global reach, the Movember campaign connected employees across the world with one common cause.

GOT STAFF TALKING

Staff shared personal stories and connections to the foundation's work during business presentations.



GET INSPIRED

No matter your industry or profession, there are loads of ways to bring Movember into your workplace.



SHAVE DOWN

Host a Shave Down – a group shave-off of facial hair to get the month started – to raise much-needed funds for men's health. Take before and after photos for your organisation's intranet, and ask your colleagues to vote for the best Mo at the end of the month.



THE MOVEMBER BUSINESS CLUB

Our signature fundraising Challenge for the workplace. Compete against the best of business Mo's for prizes and bragging rights.



GIFT MATCHING

Some workplaces are willing to match their employees' donations – up to a certain amount. Ask yours if they'll get behind you, and you could see your tally double.



PUB QUIZ

Who's the office know it all? Host a Movember pub quiz, and invite neighbouring companies, partners, and suppliers to take part for a donation. Why not include a midway raffle to increase donations?

Email info.au@movember.com for yours.



SPORTS TOURNAMENT

Get staff involved in sports clashes throughout Movember. See leaders go head-to-head with staff as they fight for bragging rights. Think tennis, basketball, ping pong – whatever. Collect donations for entry.



LUNCH 'N LEARN

Host a lunch and learn at your workplace and use it as a chance for team members to get to know men's health. Invite an external speaker, or ask staff to share their stories.