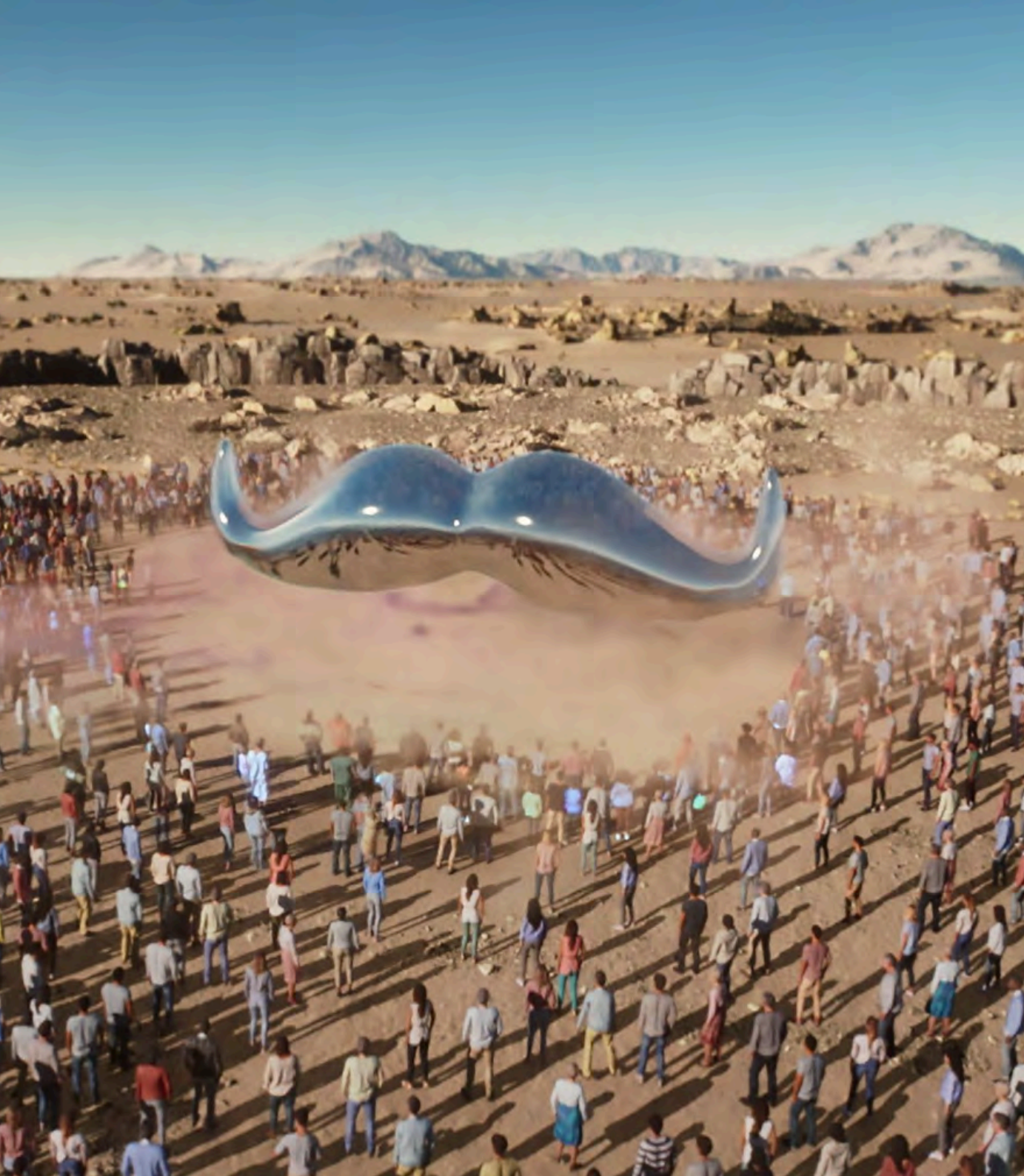


MOVEMBER FUNDRAISING GUIDE





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Movember acknowledges the Traditional Custodians of Country throughout Australia and their connection to land, sea and community. We pay our respects to their Elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Movember exists to stop men dying too young. We fund groundbreaking projects in mental health and suicide prevention, prostate cancer, and testicular cancer – tackling the biggest health issues men face today.

Since 2003, millions of Mo Bros, Mo Sisters and Mo supporters have joined the movement. Together, we've funded over 1,300 projects worldwide and created life-changing resources for men and their communities. By signing up, you're part of the world's most unconventional approach to fundraising – one that's changing and saving lives.

👉 read more about our impact at movember.com/impact

This handbook has everything you need to get started, but don't hesitate to get in touch if you have any questions or need a helping hand.

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

WHY WE EXIST





FOUR WAYS TO MO

There's more than one way to Mo. Pick one, mix a few, or go all in. Because this hairy movement is for everyone.

GROW

Grow a moustache to raise funds for men's health. It's the classic approach. The worse the Mo, the more conversations it'll inspire.

MOVE

Walk or run 60km over the month. That's 60km for the 60 men we lose to suicide each hour globally.

HOST

Start the month big with a Shave Down. Keep the energy up with a trivia night or morning tea. Anything goes, it's all about getting together to have fun and do good.

MO YOUR OWN WAY

A choose-your-own-adventure challenge epic in scope and scale. Do dares for donations. Take on a physical challenge. Mo Your Own Way means you make the rules.



How to **GROW**

FOUR WAYS TO MO

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.

“I’ve personally found a direct correlation between the level of outrageousness of my ‘stache and the funds raised. More colours, more dollars! However, I’ve also found the more you engage your social network through social media posts about Movember and its impact on Men’s health, the more awareness is out there and more donations you receive.”

Omar Ali
10 year Mo Bro

HERE ARE 5 WAYS TO GET MORE DONATIONS WHEN YOU GROW FOR MOVEMBER:

01. SHAVE DOWN

Shave down on Movember 1st to start Movember fresh faced and itching to get going. Use it as a chance to get the donations rolling in. Live stream, video or get your mates together.

02. SHOW YOUR MO-GRESS

Use the Movember app to take a daily photo and share your Mo-gress using our built in GIF creator. Create and share videos and use our filters to splash your ‘tache all over your social media.

03. DYE IT

Nothing gets more attention than a pink or purple Mo. Want to raise more? Offer to dye it in colours you hate for extra dough.

04. MO SWEEPSTAKE

Auction off the style of your Mo for donations – either to the highest bidder or in a raffle.

05. 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’.



How to **MOVE**

FOUR WAYS TO MO

Movember isn't just about growing a furry top lip – it's also about showing up by getting a sweat on for the month of Movember.

Run or walk 60km over the month. That's 60km for the 60 men we lose to suicide each hour, every hour across the world.

HERE ARE FIVE WAYS TO STAY MOTIVATED AND HIT YOUR TARGET:

01. MOVE FOR THE MASSES

Gather your friends or colleagues for a group run. Bribe them with a coffee or beer afterward.

02. 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.

03. 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 a great opportunity to check in too.

04. MOVE MULTIPLIER

Ask your network to pledge a donation amount for every km that you move. If you can get five people to pledge \$1 per km, that's \$300 raised.

05. TRACK YOUR MOVE

Track your Move progress by attaching your fitness tracker to your Mo Space. Simply jump into your Mo Space, select your Move (e.g. running) and then follow the prompts to connect. Keep in mind it can take a little time for activities to show up on your Mo Space.



How to HOST

FOUR WAYS TO MO

Rally your crew and Host a Mo-ment to raise awareness and funds for men's health.

Think big and go wild. It's all about having a good time and raising funds for a good cause.

OUR TOP 5 TRIED AND TESTED MOMENTS YOU COULD HOST:

01. SHAVE DOWN

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

02. MO TRIVIA

Think classic pub trivia with a bonus Mo themed round. Put people in teams for some friendly competition. Offer prizes, ask for donations to enter.

03. THROW A STACHE BASH

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

04. SPORTS TOURNAMENT

Soccer, table tennis or why not darts? Pick your sport, set up teams and charge for entry. Competitive energy is a fundraising sensation.

05. BING-MO

Host a bingo night and ask players to donate for their bingo cards. There's a number of websites out there that generate cards for free, and even randomly select the numbers for you to call.



How to

MO YOUR OWN WAY

FOUR WAYS TO MO

Mo Your Own Way means you make the rules – choose an activity that pushes you out of your comfort zone.

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.

HERE ARE FIVE WAYS TO MO YOUR OWN WAY

01. THE COLD PLUNGE CLUB

Ice baths, ocean dips, cold showers – get sponsored to brave the chill every day in Movember. Frosty selfies = extra donations.

02. GAME FOR GOOD

Stream your favourite video game, tabletop battle, or even a chess marathon. Invite viewers to donate to keep you playing (or make you do something ridiculous in-game).

03. DARES FOR DONATIONS

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

04. 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. Win, win.

05. USE YOUR TALENTS

Are you a marvellous musician, a fantastic photographer or a star baker? Harness your skills for donations from friends, family and colleagues.



How to **MO SPACE**

Think of your Mo Space as your Movember HQ. It's where the magic happens — donations roll in, stories get shared, and your progress comes to life.

TIPS TO SUPERCHARGE YOUR MO SPACE

- **Put a face to the name** - people give to faces, not blank boxes, so upload a profile pic as step one.
- **Set a fundraising target** - Mo's who set a target raise more. Fact.
- **Share why you're doing it** - we've all got a why, a reason for showing up and doing what we do. Make sure you share yours.
- **Join a challenge** - who doesn't love friendly competition? Battle against other businesses in your sector to take home glory.

THE MOVEMBER APP



When Mo season hits, the Movember app is your pocket-sized hype guy.

It's your shortcut to quicker and easier fundraising, not to mention a brilliant way to effortlessly update and communicate with your network.

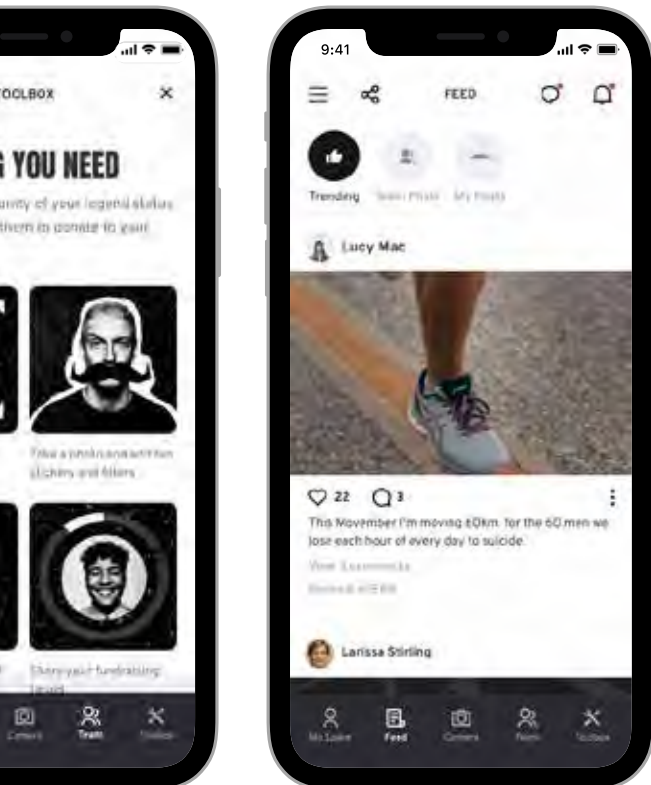
Top features you'll love:

- **Mo Selfie** – Add stickers and filters, and show off that Mo.
- **Mo Space access** – Easy for donations and updates.
- **Team Chat** – Great for milestones, motivation and banter.

Plus:

- Real-time donation alerts.
- Your personalised QR code for instant donations.
- Built-in tracking for Move or Mo Your Own Way.
- Updates and stories from the global Mo community.

Download it today on the [App Store](#) or [Google Play](#), and you'll wonder how past-Mo you ever survived without it.

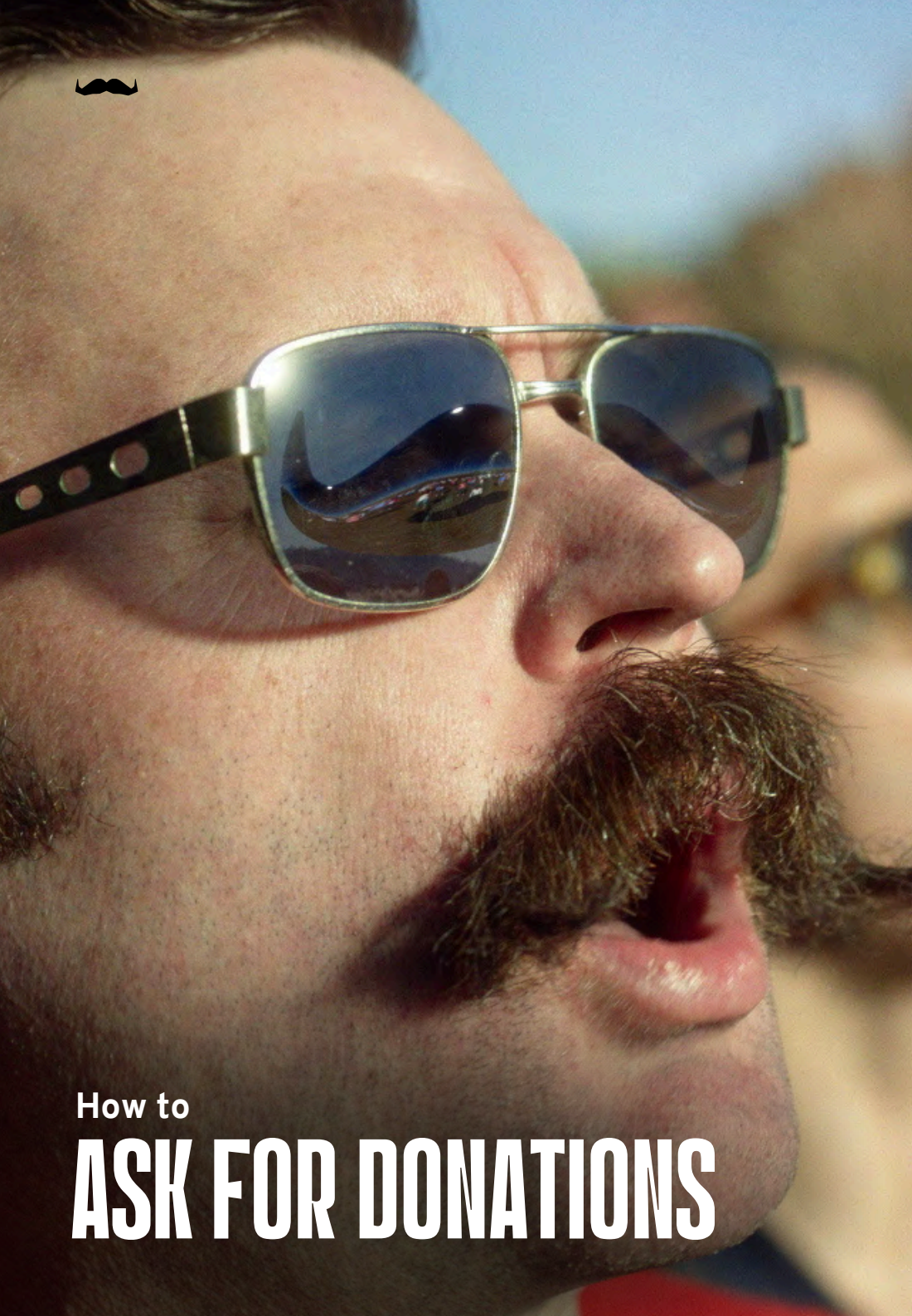


FACEBOOK FUNDRAISERS

What if we told you that you're likely to raise 180% more funds than your average Mo by creating a Facebook Fundraiser? 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.

SET UP STEPS

- Create a Mo Space page **FIRST** – it has to be created before you do anything else!
- Head to your Mo Space and look for the Facebook icon (don't go to Facebook, if you create it from Facebook we can't link it)
- Click to create your Facebook Fundraiser
- Follow the prompts and then you're good to go!



How to **ASK FOR DONATIONS**

To help you live your best Mo, here are some donation ideas from our fundraising experts in the Mo community.

Family & friends first
They'll back you hardest.

Back yourself
Make the first donation and challenge others to match it.

Tried & true
Hit up past supporters. Find their details in your Mo Space under 'Fundraising history'.

Share your why
A personal story inspires action. Tell people why you're doing Movember.

Keep it fresh
Post photos and updates to keep donors in the loop.

Raise the bar
Smash your target? Set a new one and inspire more donations.

Ask again
Remind people what you're doing and why. Share your Mo Space link or QR code to make it easy. Most folks just need a nudge.



PLATINUM CLUB

Some people are born to stand out and the Mo's in our Platinum Club are the rockstars of our movement. Raise \$750 during Movember and you are in.

Any decent club comes with perks and ours is no different. Alongside powerful conversations, lifelong bonds and contributing to a world where men can live healthier and longer lives, we've got some neat stuff reserved just for those in Platinum Club.

Level 1: \$750+ raised

- Movember Socks
- Badge on your Mo Space
- Platinum Club filters on the Movember App

Level 2: \$1,500+ raised

- Movember Cord Cap
- Invites to Movember events in your state
- Badge on your Mo Space
- Platinum Club filters on the Movember App

Level 3: \$5,000+ raised

- Movember Flag
- Invites to Movember events in your state
- Badge on your Mo Space
- Platinum Club filters on the Movember App



SPREAD THE WORD

WE'VE STOCKED THE CUPBOARD WITH EVERYTHING YOU NEED TO SPREAD THE WORD – POSTERS, VIDEOS, AND READY-TO-SEND COMMS. ALL YOU NEED TO DO IS HIT PRINT, POST, OR PLAY.

COMMS GUIDE

Think ready to go emails and social copy

[CHECK IT OUT](#)

FUNDRAISING ASSETS

Posters, e-signatures and virtual backgrounds

[SHOW ME MORE](#)

VIDEOS

For some inspiration and impact

[MO YOUTUBE](#)



KEEPING IT LEGAL

Here you'll find some helpful tips and legal guidance on how to use our branding to best support us.

DO'S

Do use the downloadable artwork on our website to promote your participation in Movember (see <https://au.movember.com/support-us/fundraising-resources>)

Do check out our [media room](#), which also has some logos you can use.

Do give your event a distinctive name and state that it is in support of Movember. E.g. 'Community Ball supporting Movember'.

Do sign up at [movember.com](#) or via the Movember app and start a team for your company and your staff.

Do consider asking your company to match the donations raised by your staff.

Do be aware of any need for:

- Local government permits
- Food handling permits
- Security services
- Health and safety/fire plans
- Insurance
- Liquor licenses

Please note that Movember's insurance policies do not extend to third party events.

DON'TS

Don't call your event an "Official" Movember event. This can confuse the community about who is organising and responsible for the event. E.g. Don't call your event the "Official Movember Gala".

Don't use the word MOVEMBER, or anything confusingly similar in the name of your website or a social media account, business name, app or product. E.g. Don't call your app "Movember Moustache" or name your business "Movember Org."

Don't offer goods or services for sale on the basis that a % or number of dollars per sale will be donated to Movember, unless you have a written agreement with Movember

