

 **MOVEMBER®**

WORKPLACE FUNDRAISING GUIDE





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ABOUT MOVEMBER

Around the globe, men are dying 4 years earlier than women. With your help, it doesn't have to be like this. Together, let's take on mental health and suicide prevention, prostate cancer, and testicular cancer.

We're thrilled that your company - champions of the mighty Mo - supports 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.

As you and your colleagues Mo through the month, your mission is to raise much needed funds and awareness to help fund innovative men's health projects and create a healthier world for all. You'll have fun, drive employee engagement and job satisfaction from your team coming together behind an important cause.

This guide 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.



WHY WE EXIST

These are the statistics we're fighting against and some of the key Movember programs tackling the issues head on. Follow the links for more info.

MENTAL HEALTH AND SUICIDE PREVENTION

- Globally, a man dies by suicide every minute. That's 60 men an hour.
- 3 out of 4 suicides are men.
- 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.
- Spotlight program: [Movember Ahead of the Game](#)

PROSTATE CANCER

- Globally, prostate cancer is the second most commonly diagnosed cancer in men.
- Early detection has a 98% chance of survival beyond five years.
- Spotlight research: [PSMA Pet Scan](#)

TESTICULAR CANCER

- Testicular cancer is the most common cancer in young men.
- We want guys thinking about their nuts. Learning how to check themselves. Understanding what's normal for them - and what isn't.
- Testicular Cancer Spotlight tool: [Nuts and Bolts](#)

Head to our [Impact Hub](#) for more info on the programs in each cause area.



WHY DOING MOVEMBER IS GOOD FOR YOU (AND YOUR COLLEAGUES)

Movember isn't just about raising funds. It's also good for your physical and mental health.

Movember supporters who do Movember tell us they feel better about their mental health, when compared to the rest of the male population. They're more likely to open up to a friend or a professional if they're struggling.

They're also more informed about the risks of prostate cancer and testicular cancer. They're even more active. It's another great reason to get on board this Movember – and a fantastic reason to get others to join you.

Here are some fascinating Movember stats to help you recruit more Mo's to your team.

DID YOU KNOW?

44% OF MO BROS

said they confided in a friend about mental health when struggling (compared to 17% of the general population).

75% OF MO BROS

stayed in touch with friends and family (compared to 50% of the general population).

29% OF MO BROS

spoke to a healthcare professional about something that didn't look right (compared to 18% of the general population).

37% OF MO BROS

were active more than 20 times a month (compared to 24% of the general population).

MO SISTERS REPRESENT

Last year we had an incredible 36,231 Mo Sisters tackle Movember across the globe. Because we all have men in our life who we love and care about – fathers, brothers, partners, colleagues, sons and mates.

From 'Movember is Good For You' Survey, YouGov PLC, 2020



FOUR WAYS TO MO

Growing a Mo is the most well-known way of supporting Movember.

But you don't need to grow to save a bro. Move, Host and Mo Your Own Way are options which may better suit your company. Want to take on more than one? Even better.

GROW

Grow a moustache to raise funds for men's health. It's the classic and simple approach. Can't grow one? Even better. The worse the Mo, the more conversations it'll inspire.

MOVE

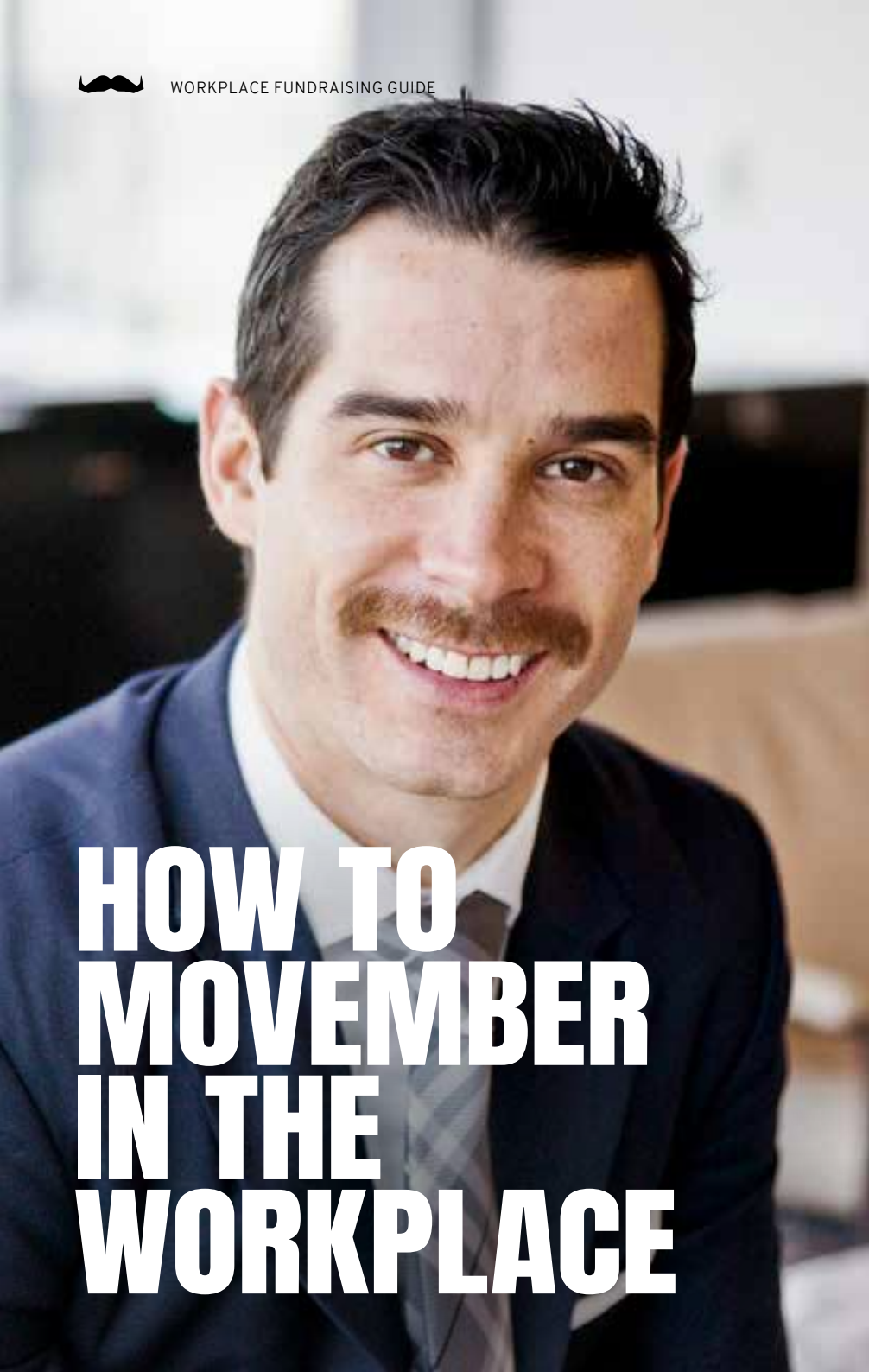
Move this Movember by walking or running 60km over the month. That's 60km for the 60 men we lose to suicide each hour globally. Go solo or as part of a team.

HOST

Start the month big with a Shave Down. Keep the energy up with a trivia night or ping-pong tournament. Anything goes, it's all about getting people together to have fun, doin' good.

MO YOUR OWN WAY

A choose-your-own-adventure challenge epic in scope and scale. Set your sights on breaking an obscure record. Do dares for donations. Kick a bad habit. Take on a physical challenge. Mo Your Own Way means you make the rules.



HOW TO MOVEMBER IN THE WORKPLACE

Remember these three things and you can't go wrong.

1. **Have fun** while building connections and strengthening camaraderie with friends, colleagues, and your team.
2. **Spark conversations** around the most important issues facing men's health globally, and prompt action that helps men live healthier and longer lives.
3. **Raise funds** that support innovative projects across mental health and suicide prevention, prostate cancer, and testicular cancer.

PLANNING A SUCCESSFUL MOVEMBER CAMPAIGN AT WORK

Assemble a Movember committee:

Start a committee to strategise and execute your Movember campaign. Better yet, invite senior leaders, HR, CSR, and Employee Resource Groups to get more momentum behind your campaign.

Goal-setting: Make them realistic and attainable, whether we're talking fundraising, participation, or awareness.

Map out your Movember campaign:

Work out your team recruitment plan, book a kick-off event and/or wrap-up party, send save the date invites for fundraising and awareness events, and establish a communication plan.

Ask your Senior Leadership for support:

Acknowledge their role in the business and explain who you are, and how supporting Movember benefits the business.

Dollar Matching: Ask your company to match employees' fundraising efforts and your tally could double.

Showcase the benefits to the company:

Highlight how sponsoring your Movember campaign complements the business's broader community goals. You can also highlight how you'll promote the business during Movember and at related events.



THE MOVEMBER APP

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.

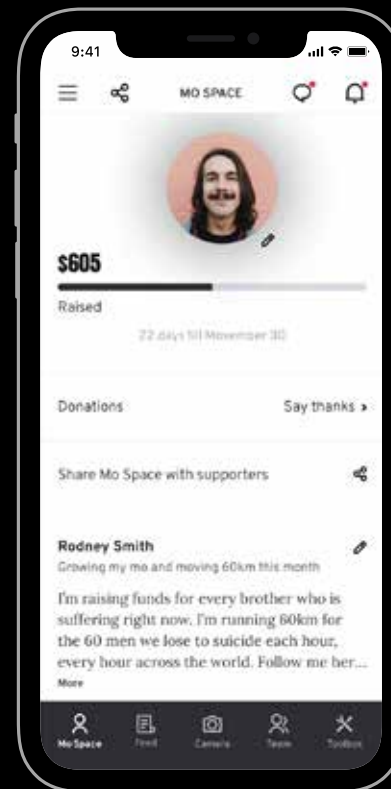
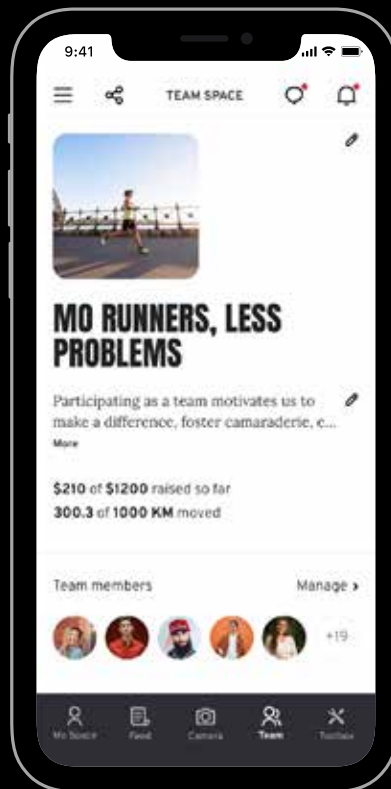
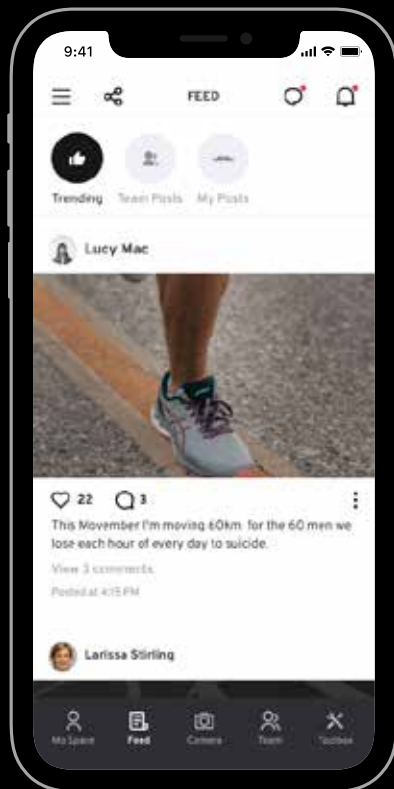
Mo Space: speedy access to your Mo Space means easier everything. Asking for and receiving donations, thanking donors, and sharing your page.

Team Messaging: Teams can now have their own chat within the Movember app. That means extra high-fives, ideas sharing and a heck of a lot of banter. Be sure to pop a message in the chat to kick off the conversation and encourage others to join.

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.





HOW TO MO SPACE

Whether you're using the app (which we would highly recommend, it's great!) or [movember.com](https://www.movember.com), your Mo Space will be a hive of activity throughout the month.

It's the place where you get donations, tell your story, share your fundraising and much more.

HERE'S A FEW USEFUL TIPS ON HOW TO MO SPACE:

- **Get that face out there** - Let everyone see that beautiful face. Click on the camera icon in the top right corner of the profile picture space to upload a new image.
- **Set a fundraising target** - Mo's who set a target raise more than those that don't.
- **Share why you're doing it** - if you have a personal story or reason that you're able to share, tell it. We're all here to inspire conversations and change the face of men's health.
- **Facebook Fundraiser** - Those who set this up raise almost twice as much on average as those who didn't. Create your Mo Space first, then your Facebook Fundraiser. This way the donations can sync across both. Check out page 13 for more info.
- **Join a challenge** - We love a bit of friendly competition here at Movember, and that's where our leaderboard or 'Challenges' come in. We've got Top Individual Fundraiser, Top Fundraising Team and then a smorgasbord of Challenges tailored just for you. Compete with your peers across the country and see who comes out top Mo. You can join as a team or an individual, just remember that only a captain can enter their team into a challenge.
- **Lost a donation?** - It's technology, sometimes it lets us down. If you think you should have an extra donation on your Mo Space, [email us](mailto:info@movember.com) the details and we'll hunt it down.



SETTING UP YOUR WORKPLACE TEAM

Did you know that your workplace can raise funds as a team? You'll have fun, build connections and strengthen camaraderie with colleagues.

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

Anyone can join a team. Head to the team section of your Mo Space profile. Here you can choose to join an existing team or rustle up some co-workers and friends 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, every team needs one. A legendary Movember supporter. Chief motivator. Champion recruiter. One who leads by example.

- 01** Your first responsibility is a team name. Beardless Dragons? The Hairy Marys? Or, one with your company's name to make it easier to search for. A good name draws more members in. And the bigger the crew, the bigger your impact.
- 02** Set a fundraising target with your team and make a plan to blow past expectations.
- 03** Set the team's motivation. Like a personal Mo Space, make it meaningful.
- 04** Give your Mo Space a personal touch with pictures, videos, plenty of updates and team members' personal stories.
- 05** Activate the team feed with some accolades. Shout out to the person with the best 5 o'clock shadow or who's moved the most on day one.
- 06** Build your team, the Mo the merrier. Share your team's Mo Space QR code and encourage your friends, colleagues and community to join in the fun.



RECRUITING TEAM MEMBERS

A team makes a bigger impact. And that means more much-needed funds and awareness for men's health.

HERE ARE A FEW TIPS TO HELP YOU RECRUIT TEAM MEMBERS IN THE WORKPLACE:

- Secure a spot on the agenda of your next team or office meeting – let them know why raising funds for men's health is important and ask them to join.
- Print out Movember posters with your team's QR code so that anyone who signs up goes straight into your team. Add a link or QR code in your email signature.
- Add the team's Mo Space URL to your email signature.
- Get your organisation to back the Mo by sharing Movember's health messages and stories through internal communication channels like email or Slack.
- Ask your employer if they'll match your team's fundraising efforts.
- Get senior members of your company on board (you can ask us for help with this).
- Leave a donation box in your break room or wherever you gather regularly.
- Ask for donations through email and social media, with a link to your team's Mo Space.
- 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.



INDUSTRY CHALLENGES

Are you up for the challenge? Who doesn't love a little friendly competition?

Join one of our Movember Challenges to compete with other fundraising teams across your sector to be crowned the Ultimate Fundraising Champions.

There are rewards and limitless bragging rights up for grabs. Plus, with live leader boards, community pages, and content posted regularly, why wouldn't you want to be involved?

ANYONE CAN JOIN. HERE'S HOW:

-
- 01** Sign Up for Movember and create a team. Rally your colleagues and community to sign up too.

 - 02** Take a look at the Challenges on our landing page below. Find the Challenge that suits you best and hit 'Join this Challenge.' Just remember that only a Captain can enter their team into a Challenge.

 - 03** Congrats! You're officially ready to throw down against truckloads of other teams in your field or industry. May the best Mo win.

To find out more, see our [Movember Challenges](#).



ROCKSTAR STATUS

Being a “legend” gets bandied around a bit these days. But our research shows it’s something that all Mo’s/Mo supporters around the world have in common.

So how does a legend become a rockstar? It’s not easy, but those that fundraise \$1500 or more in a year will join the Movember Platinum Club and receive “rockstar status”.

OUR ROCKSTARS ALSO GAIN EXCLUSIVE ACCESS TO:

- 01** Platinum Club badges and filters on your Mo Space and App.
- 02** Invitations to exclusive Movember Community events.
- 03** Opportunity to purchase Platinum Club Merch.
- 04** News, updates, toolkits and resources to share with your community and help spread the word about men's health.

To find out more on Movember’s Platinum Club visit: [Movember.com](https://www.movember.com)

PLATINUM CLUB

MOVEMBER



KEEPING IT LEGAL



STACKED LOGO



ICONIC MO



WORDMARK



HORIZONTAL LOGO

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

Movember's branding consists of several globally registered trademarks including the word Movember and our brand expression 'changing the face of men's health'.

Our iconic Mo and Movember logos are protected, as is the imagery and artwork used on the Movember website.

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>).

E.g. Use the campaign logos in a Facebook post or tweet about growing your Mo (but don't alter or manipulate the downloaded images).

Do give your event a distinctive name and state that it is in support of Movember.

E.g. 'Community Ball supporting Movember'.

Do give your website, app or product a unique name.

Do mention and link to Movember and promote your involvement with our cause.

Do sign up at [movember.com](https://www.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.

DON'TS

Don't sell items that display our branding (including the word MOVEMBER or our iconic Mo). This includes clothing, accessories, products or any merchandise created for sale, unless you have a written agreement with Movember (see Cause-related marketing section).

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 (see Cause-related marketing section).



CAUSE-RELATED MARKETING

Cause-related marketing is offering products for sale on the basis that a % or amount per sale will be donated to Movember.

As a registered charity, Movember has a range of regulatory obligations for these sorts of arrangements (e.g. we need to have a written agreement with the seller of the product and complete certain regulatory filings). Which is why we only do a small number each year in conjunction with our partners.

If you would like to explore this further with us then please get in touch by email at info@movember.com and we can send you more information.

OTHER FUNDRAISING ACTIVITIES

If you want to hold a specific fundraising event or activity then we can support you by:

- Providing downloadable assets. Check out the available gear on our website.
- Listing the details of the event on the Movember website. Check out the local Movember events in your community.
- Connecting you with a Movember community engagement leader to help you get your event off the ground – contact info@movember.com.

You are responsible for organising your event. Some of the things you might need to take care of are:

- All financial aspects of your fundraising event, including ensuring that funds donated to Movember at the event are remitted to Movember following the event (for information about issuing receipts, see au.movember.com/faq).
- Local government permits
- Any required activity permits for competitions
- Food handling permits
- Security services
- Health and safety/fire plans

In addition, you will be responsible for the insurance and liquor licensing requirements for your event.

INSURANCE

Sometimes if you are organising an event at a venue or public space (e.g. for a Move event), the venue owner or local government will ask you to provide proof of insurance.

Members of the Movember community sometimes ask us if they can use our public liability insurance for these purposes. Unfortunately, Movember's insurance policies only cover events organised by Movember and we cannot extend our coverage for third party events.

LIQUOR LICENSING

Sometimes if you are organising an event, the venue owner or event supplier will ask to use Movember's charitable registration number to receive a liquor permit or licence.

Unfortunately, for liability and tax reasons, Movember cannot allow the use of its charitable registration number for non-official Movember events.

For more information on the rules surrounding third party events organised to support Movember, please contact info@movember.com.

OTHER

Please don't engage in the following types of fundraising on behalf of Movember:

- Telemarketing
- Door to door fundraising
- Collecting money in public places, such as at intersections



WORKPLACE FUNDRAISING GUIDE

Got a question?
Drop us a line.

Email

info@movember.com

Phone

1300 GROW MO
(1300 4769 66)

Post

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MOVEMBER[®]

CHANGING THE FACE OF MEN'S HEALTH

