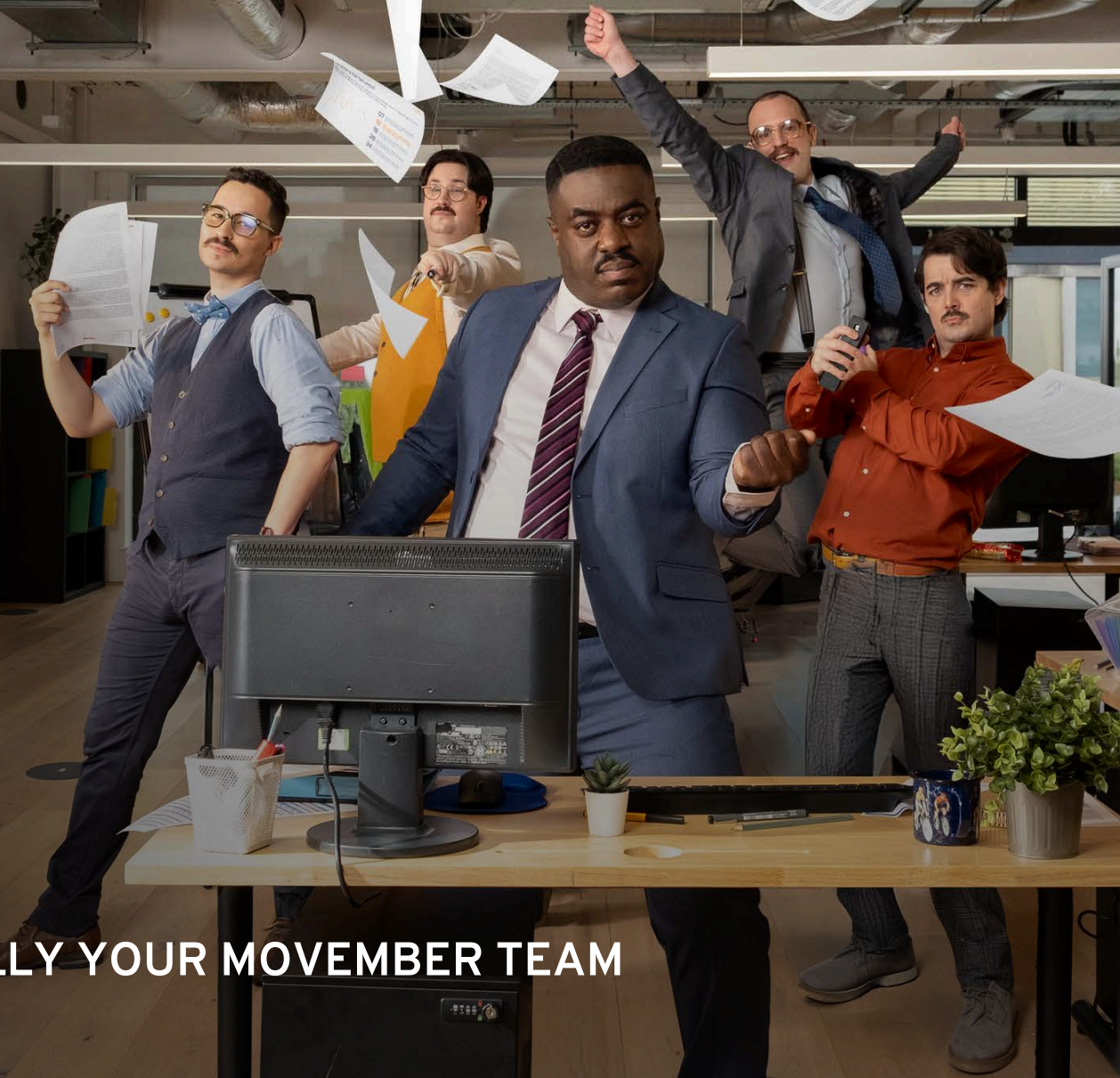
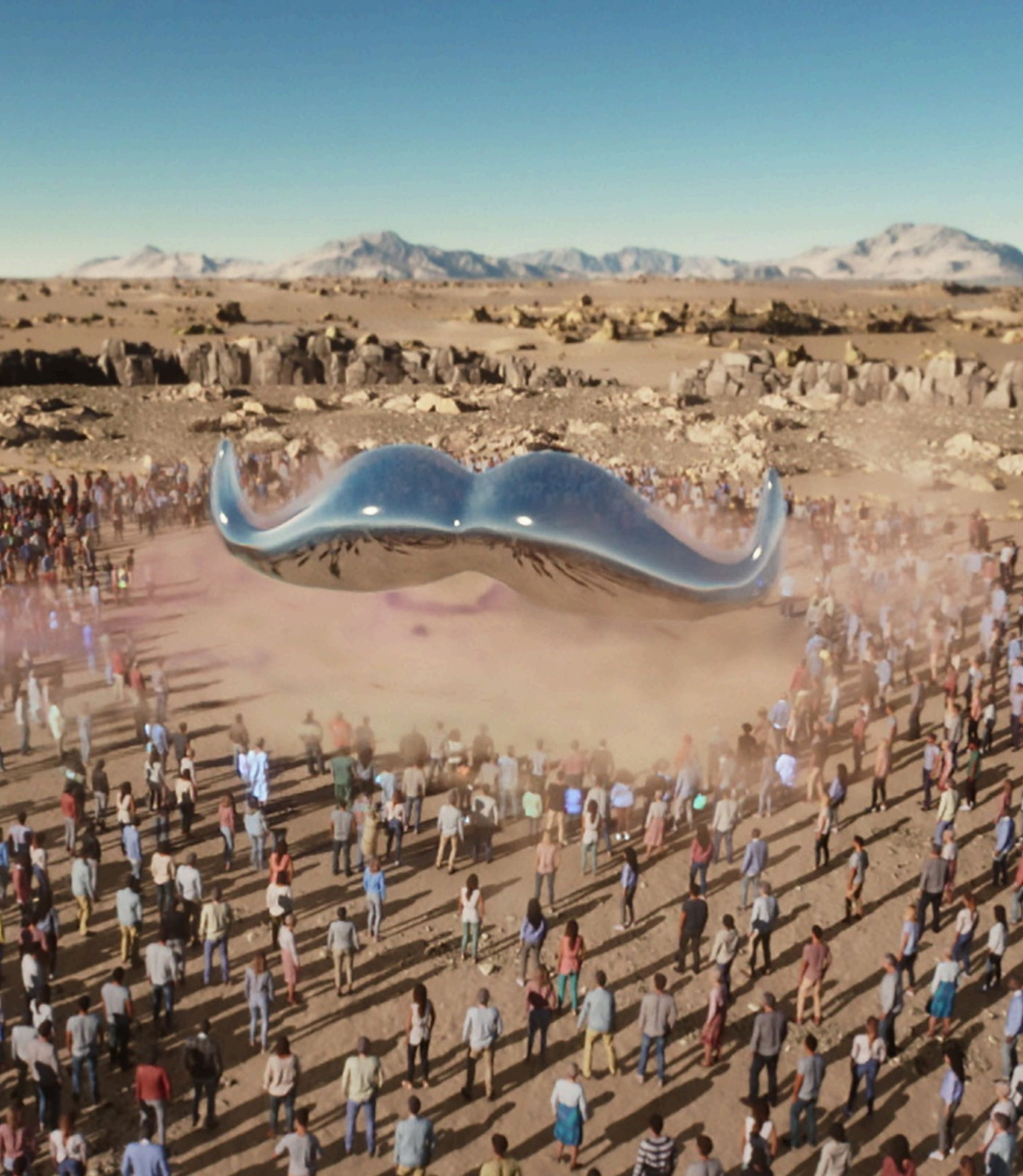




WORKPLACE FUNDRAISING GUIDE

YOUR READY-TO-GO GUIDE TO RALLY YOUR MOVEMBER TEAM





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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.



WHY WE EXIST

What started in 2003 as a challenge between a couple of mates in a pub in Melbourne has grown into the world's biggest movement for men's health.

More than 20 years later, millions of Mo Bros, Mo Sisters and Mo supporters have joined the hairy revolution – funding game-changing projects in mental health and suicide prevention, prostate cancer, and testicular cancer.

With your help, we're making it easier for men everywhere to live healthier, longer lives. And we're stoked your workplace is part of the journey.

This guide has everything you need to make your workplace campaign a success. Dive in, have fun, and know you're changing the face of men's health while you're at it.

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 mental health we can reduce the risk of suicide.
- Spotlight program: [November Men in Mind](#)

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 funding: [PROMS: Improving patient outcomes](#)

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.



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 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 MOVEMBER AT WORK

Movember in the workplace is about more than raising funds — it's about creating connections, sparking conversations, and driving impact together.

Here's how to set your campaign up for success:

Build your Mo Committee

Rally a crew to plan and run your campaign. Include people from HR, CSR, Employee Resource Groups + other internal Mo champions too.

Set clear goals

Decide what success looks like: fundraising target, team sign-ups, or awareness-raising moments. Keep them realistic but inspiring.

Plan your campaign

- Recruit your team (page 7 has tips)
- Lock in a launch event (think Shave Down or morning tea)
- Schedule a mid-Mo activity to keep momentum high
- Wrap up with a celebration event

Engage Mo sisters

Movember isn't just for the guys. Men's health matters to everyone.

Double your impact

Ask your workplace about dollar matching for donations. It's one of the quickest ways to multiply your fundraising tally.



RECRUITING TEAM MEMBERS

Once your campaign is mapped out, it's time to grow your crew. A strong team = stronger impact.

How to rally your crew

- Pitch it in a meeting – Add Movember to the agenda and share why it matters.
- Make joining stupidly easy – QR codes, email signatures, Slack links.
- Go digital – Share your Mo Space link via internal comms or socials.
- Celebrate your legends – hand out end-of-Mo awards for best Mo, biggest mover, and loudest fundraiser.

What every team needs:

A great name – From company pride to pure banter, a strong name draws people in.

A clear why – Share why your team is showing up.

A buzzing feed – Keep spirits high with updates, shout-outs, and team banter.

A captain – Every team needs a motivator-in-chief. Is that you?

Remember: the bigger the team, the bigger the impact – for men's health and for your workplace community.

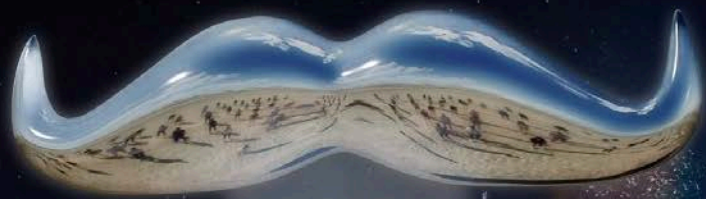


HOW TO MO SPACE

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.



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, sons, partners, colleagues and mates.

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



TIME TO 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 internal posts

[CHECK IT OUT](#)

FUNDRAISING ASSETS

Posters, e-signatures and virtual backgrounds

[SHOW ME MORE](#)

VIDEOS

Grab a video to spice up that presentation you were planning

[MO YOUTUBE](#)

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.

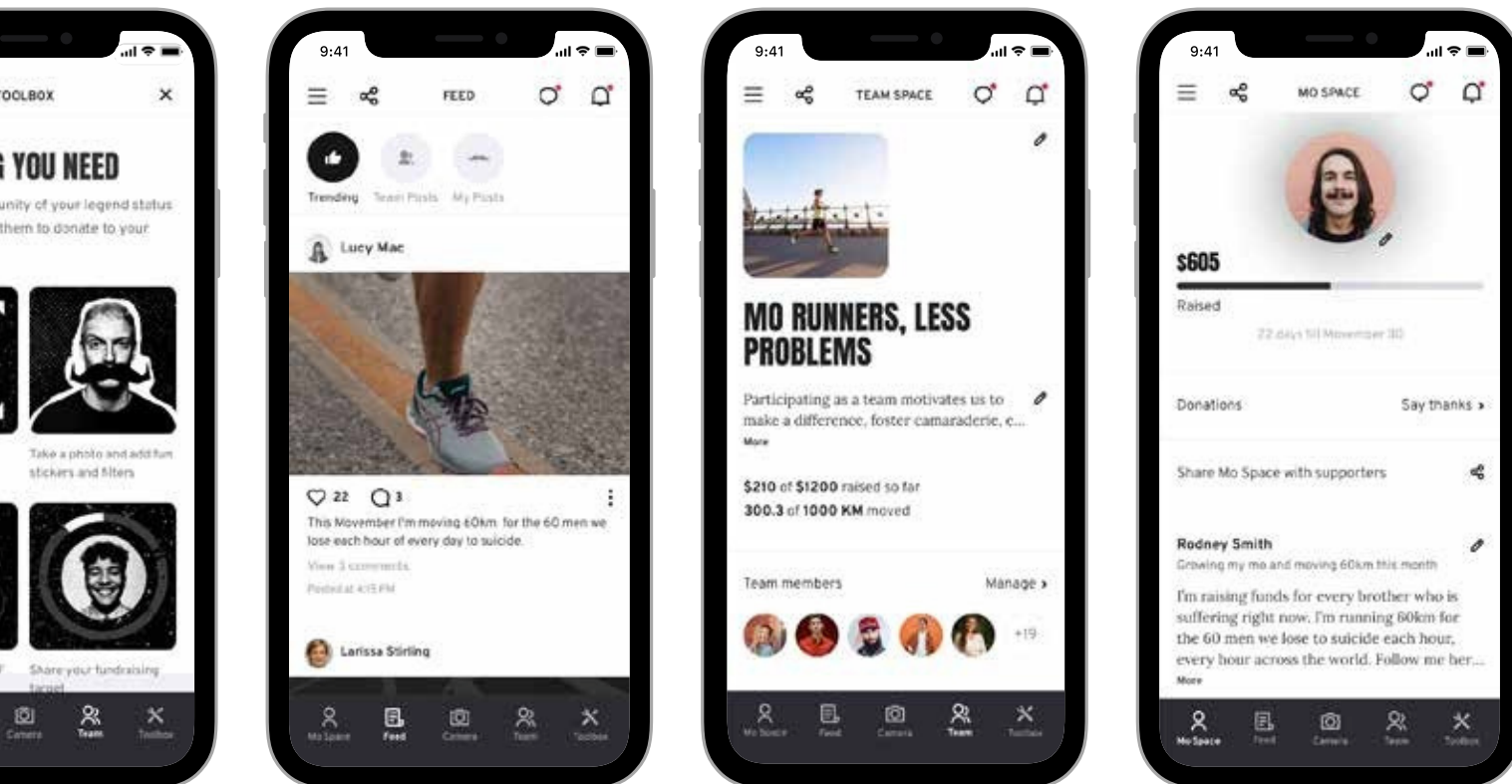
Top features you'll love:

- **Mo Selfie** – Snap a shot, add stickers and filters, and show off that Mo.
- **Mo Space access** – Quick and easy for donations, thank-yous, and updates.
- **Team Chat** – Share banter, celebrate milestones, and keep the motivation high.

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.





PLATINUM CLUB

Some people are born to stand out and the Mo's in our Platinum Club are the rockstars of our movement.

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



KEEPING IT LEGAL



STACKED LOGO



ICONIC MO

MOVEMBER®

WORDMARK



HORIZONTAL LOGO

Now on to the, ahem,
boring bits...
(which our legal teams says
are very important)

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).