



**MOVEMBER®**

YOUR WORKPLACE  
FUNDRAISING GUIDE

**GO  
TEAM  
MO!**





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

Your workplace is joining a movement of 5 million 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 big and hairy for men's health – from fun event ideas to the story of how an incredibly dedicated workplace brought Movember to life in their organisation.

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

Plus, rallying behind an important cause can bring people closer together, drive employee engagement and boost job satisfaction. It's a sure-fire win-win.

From the entire team at Movember, thanks for getting involved, and Mo on!

# LET'S CHANGE THE FACE OF MEN'S HEALTH







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

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## SIX YEARS

Globally, men die nearly 6 years earlier than women.

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## 1 IN 6

Australian men will be diagnosed with prostate cancer in their lifetime.

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## YOUNG MEN

Testicular cancer is the most common cancer in young men.

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## 3 OUT OF 4

Suicides in Australia are men.

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The good news is, your workplace has the power to help change this.





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

Upper lip at the ready? Great news. Trucker, Regent, Connoisseur or Wisp – no matter your Mo's shape or style this Movember, your face will raise funds and awareness for men's health.



## MAKE A MOVE

Move this Movember by running or walking 60kms over the month. That's 60kms for the 60 men we lose to suicide, each hour, every hour across the world. Do it as a team with workmates or go solo.



## HOST A MO-MENT

Go big or keep it simple. Rally your colleagues for a party, a game of cricket in the park, or a good old-fashioned barbie – whatever you like. Hosting is all about having a good time for a good cause.



# HOW TO GET INVOLVED



Here's how staff at multinational mining leader BHP made Movember a huge success in their workplace.



#### **DOLLAR MATCHING**

This allowed employees to double the donations made to Movember.

#### **INTERNAL COMMS**

Think posters around the office, daily emails and chatter in the hallways. You name it, BHP were all over it.

#### **PROGRESS UPDATES ON THE COMPANY'S INTRANET**

The online platform encouraged staff to compare Mo pics, cheer 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, who were united and inspired by a common cause.

#### **GOT STAFF TALKING**

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

# **WORK-PLACE HERO**



**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 facial hair shave-off to kick-start the month. Take before and after photos for your organisation's intranet, and use these to vote for the best (and worst!) Mo's at the end of the month.

### PUB QUIZ

Who's the office know-it-all? Host a pub quiz and invite neighbouring companies, partners and suppliers to take part for a donation. Include a raffle to boost your total. Contact us for your quiz.

Email [info@movember.com](mailto:info@movember.com) for yours.

### MOVEMBER BUSINESS CLUB

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

To learn more, email [info@movember.com](mailto:info@movember.com)

### SPORTS TOURNAMENT

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

### DOLLAR MATCHING

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

### LUNCH 'N LEARN

Host an office 'Lunch 'n Learn', and use it as a chance for team members to get to know the issues facing men's health. Invite an external speaker, or ask staff to share their own stories.

# GET INSPIRED







#### **CONTACT US**

If you've got questions,  
we've got answers.  
We're always here to help.

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