YOUR MOVEMBER FUNDRAISING GUIDE

GROW

MOVE

HOST
WELCOME ABOARD

You’re 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. Whether you Grow, Move or Host – solo or in a team – you’re raising much-needed funds and awareness for prostate cancer, testicular cancer, mental health and suicide prevention.

Your support allows us, in collaboration with leading experts, to create groundbreaking health projects that make a real difference in the lives of real men across the world.

From everyone at Movember, thank you - and Mo on!

LET’S CHANGE THE FACE OF MEN’S HEALTH
Meet the men whose lives you’re changing.

"After finding an abnormality during a self-examination, my wife encouraged me to see a doctor. The first doctor I saw told me I was fine, but something still didn’t feel right. I followed my instincts and insisted on an ultrasound. After the ultrasound, another doctor’s opinion and a specialist, I was diagnosed with testicular cancer, and quickly taken into surgery.

I was only 30 years old, fit and healthy with no prior medical conditions. It was a stark reminder to my family and friends that anyone can get cancer at any time.

I still go back to the hospital regularly for check-ups, but I feel fitter and stronger than ever. It has definitely strengthened the relationships I have with my dad and two brothers – to the point where we are having more in-depth conversations, not only about physical health but mental health as well.

My experience reinforced in my mind how quickly life can change, and I’m more determined than ever to never take a day for granted."

MO BRO, ADAM SHAW
DIAGNOSED WITH TESTICULAR CANCER
PROSTATE CANCER OUTCOMES GLOBAL INITIATIVES
This project is transforming prostate cancer healthcare globally by building a better understanding of men’s experiences – compiling reports from both doctors and patients throughout treatment and comparing this across regions.

TRUE NORTH TESTICULAR CANCER
Available to any man with an internet connection anywhere in the world, True North Testicular Cancer is an online resource full of tools and information to help young men navigate the disease. In some countries, men can even chat with specialist nurses and other men who’ve been through a similar journey.

YOUNG MEN IN SPORT
Working with some of the world’s most iconic sporting organisations, Movember has created evidence-based programs that enable young men to be mentally healthy and well. Our programs – which can be used across multiple sports to reach a greater number of people – aim to equip young men with the tools they need to take action early, while being better supported by their family, friends and community.

1,250 PROJECTS AND COUNTING
HOWEVER YOU MO WILL SAVE A BRO
YOUR MOUSTACHE MAKES A DIFFERENCE

So how can you change the face of men’s health? The answer is right under your nose.

CHOOSE A STYLE

Feeling brave? Try The Trucker.
The timeless type? Go The Regent.
Lacking lustre? Wisp it.

SHAVE DOWN

The kind of party where guests donate to help shave your face – because your money maker should be smooth as silk for Movember 1st.

STRUT YOUR STUFF

Your Mo wields influence.
Use it to start conversations and inspire donations.
MOVE

YOUR 60KM CHALLENGE
Commit to 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 – the men who should still be here today.

You don’t have to be an ultra-athlete or own the latest kicks. Move is simpler than that. Put one foot in front of the other, and you’ve already made a start.

GET READY
Connect your fitness tracker to your Mo Space to log every step. Don’t have one? Use your phone or post updates manually on your Mo Space.

CHIP AWAY, YOUR WAY

MAKE IT COUNT
Seize every opportunity to start important conversations, and have a damn good time while you’re at it.
YOUR MO-MENT WITH MATES
Rally a crew and do something fun. We call this Hosting a Mo-ment. Simple is best – whatever floats your boat and inspires donations.

SHOUT IT OUT
Let family and friends know where you’ll be, and when.

MAKE IT COUNT
Collect donations from attendees.

MO-MENTS WORTH HOSTING
A BBQ with mates
A game of backyard cricket
A Shave Down – a Movember-style group shave-off of facial hair to kick off the month.
ONLINE

Join a team or challenge
Join forces with friends in a team, or compete in a Challenge against Mo Bros and Mo Sistas who are doing something similar. You can choose from these options once you’ve signed up.

Add a ‘donate’ button
Add a one-off donation button to your Facebook posts. This turns everyday updates into an easy way to ask for donations.

For detailed instructions, go to link.movember.com/mo-fb-donate

Just remember, these donations are tallied separately to your Mo Space and Facebook Fundraiser page.

Fundraise with Facebook
Make it as easy as possible for your Facebook network to support your efforts: create a Facebook Fundraiser linked to your Mo Space.

For detailed instructions, go to link.movember.com/mo-fb-fundraiser

WITH MATES

Mo Space downloads
Sign into your Mo Space to get your hands on a range of fundraising boosters. Download, print, and use them in your workplace, or when Hosting a Mo-ment.

AT WORK

Matched giving
Lots of workplaces support fundraising efforts by matching their employees’ fundraising total (up to a certain amount).

To learn more, go to link.movember.com/mo-matched

HOT TIP
Mo Bros and Mo Sistas who used a Facebook Fundraiser in 2018 saw their totals skyrocket.

TOOLS ‘N TIPS
MAKE A FINAL CALL OUT
Let family and friends know there's still time to donate by sending one last email – it can make a huge difference.

SEND IN YOUR CASH DONATIONS
Count the loose change collected over the month. Send the total via online bank transfer, a cheque in the mail, or over the phone.

CELEBRATE YOUR EFFORTS
You did something good. And that's worth celebrating. You stepped up to the challenge to stop men dying too young. You are the difference – and for that, we can't thank you enough.

THAT'S A WRAP

HOW TO DONATE
movember.com/donate
1300 GROWMO
PO Box 60, East Melbourne VIC 8002, Australia
CONTACT US
If you’ve got questions, we’ve got answers. We’re always here to help.

movember.com/faq
info@movember.com
1300 GROWMO