



**MOVEMBER®**

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.



"The cancer in my spine has virtually gone – that blows my mind."

David Livingstone was diagnosed with aggressive prostate cancer that had spread to his bones. He was told he had just 12 months to live. After starting chemotherapy, David, a grandfather of two from Northern Ireland's County Armagh, was asked to take part in a groundbreaking trial supported by Movember.

A team of researchers led by Professor Joe O'Sullivan of the Belfast-Manchester Movember Centre of Excellence at Queen's University Belfast had been looking at a new combination of existing cancer therapies for men with advanced prostate cancer.

In mid-December 2016, David began the treatment, which involves having two types of radiotherapy. Subsequent MRI scans showed that his spine was almost clear of the cancer.

David says: "I'm very lucky and grateful to have taken part in this trial. If it was not for Professor O'Sullivan and his team I would not be here today. The cancer in my spine has virtually gone – that blows my mind."

MO BRO, DAVID LIVINGSTONE
DIAGNOSED WITH AGGRESSIVE
PROSTATE CANCER, 2016

TRUE NORTH PROSTATE CANCER AND TESTICULAR CANCER

Spanning eight countries, True North Prostate Cancer puts tools like decision support, lifestyle management, and symptom tracking into the hands of men who need it. Meanwhile, True North Testicular Cancer is helping men with the disease by connecting them with others going through a similar journey.

GLOBAL ACTION PLAN

Since 2011, this project has supported and empowered 350 researchers from 90 institutions across 20 countries. They're tackling challenges like developing new tests to predict aggressive prostate cancer, and developing better imaging techniques so the disease can be spotted sooner.

BROTHERS THROUGH BOXING

This unique project connects socially isolated men aged 16-25 through regular boxing training and group discussions over six months. Those who currently take part in the project have suffered trauma, have special educational needs or experience mental health challenges.

**1,250
PROJECTS
AND COUNTING**



**HOW-
EVER
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.

MO STYLE GUIDE



THE WISP



THE
BUSINESS MAN



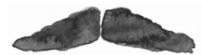
THE
ROCK STAR



THE
BOX CAR



THE
CONNOISSEUR



THE
REGENT



THE
ABRAKADABRA



THE UNDERCOVER
BROTHER



THE
AFTER EIGHT



THE
TRUCKER



MOVE



NATURAL
BORN
MOVER

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.

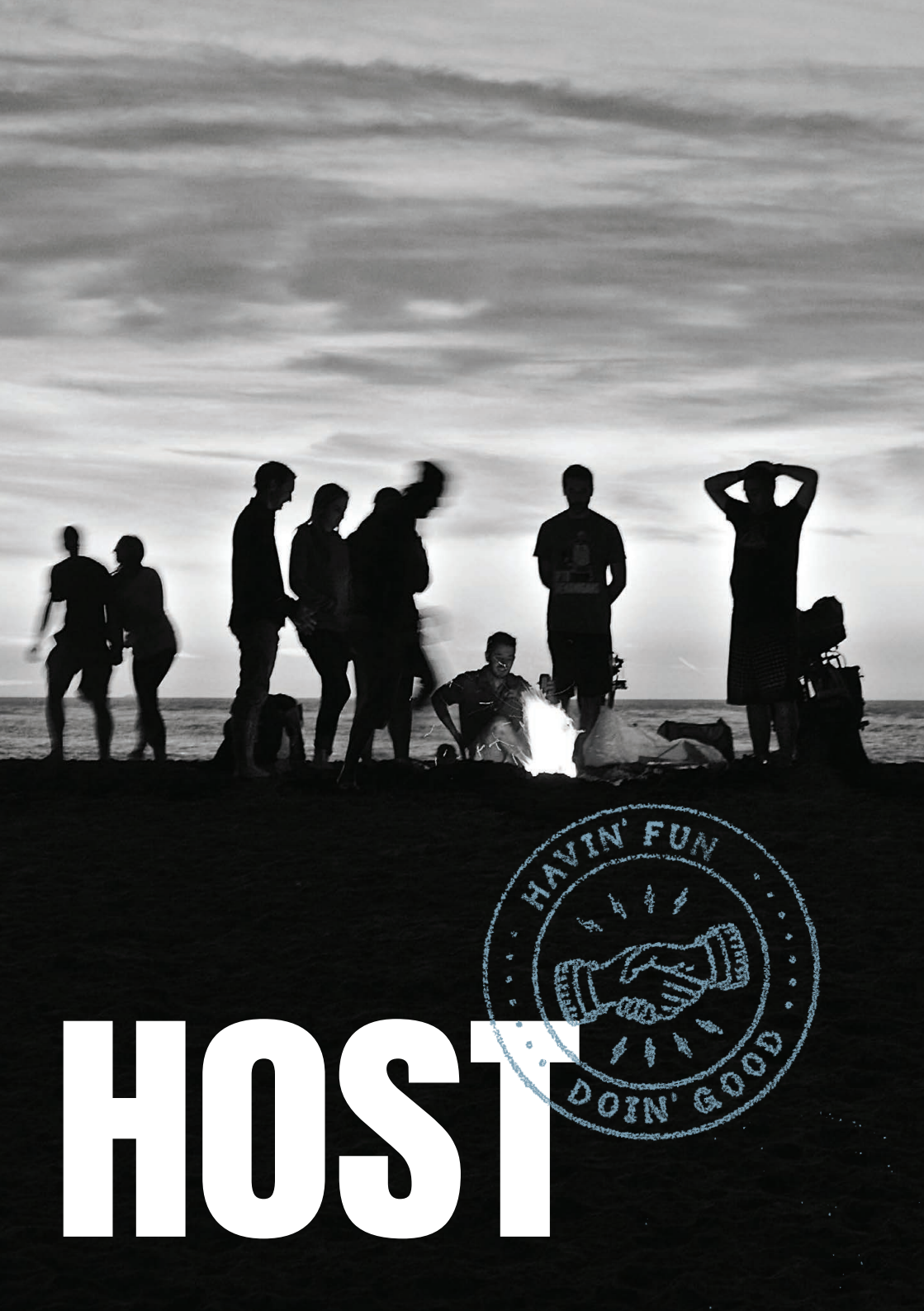
CHIP AWAY, YOUR WAY

Hit it fast. Take it slow. Run solo. Join a team. Go outside. Or jump on the treadmill.

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-moment. Simple is best – whatever floats your boat and inspires donations.

CHOOSE YOUR MO-MENT

The type of get-together is completely up to you.

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 sports clash for the ages

A pub quiz

A Shave Down – a Movember-style group shave-off of facial hair to kick off the month

HOST



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-fbfundraiser

BOOST YOUR FUNDRAISING

Tell your story

Make sure people know why men's health is important to you. The more you share of your personal story, the more likely people will be to support you.

Speak up

Use social media and messaging apps to share your page and reach out to your network wherever they might be. Your Mo, Move, or Mo-moment will also spark important face-to-face conversations – these are good opportunities to ask for donations.

AT WORK

Gift matching

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

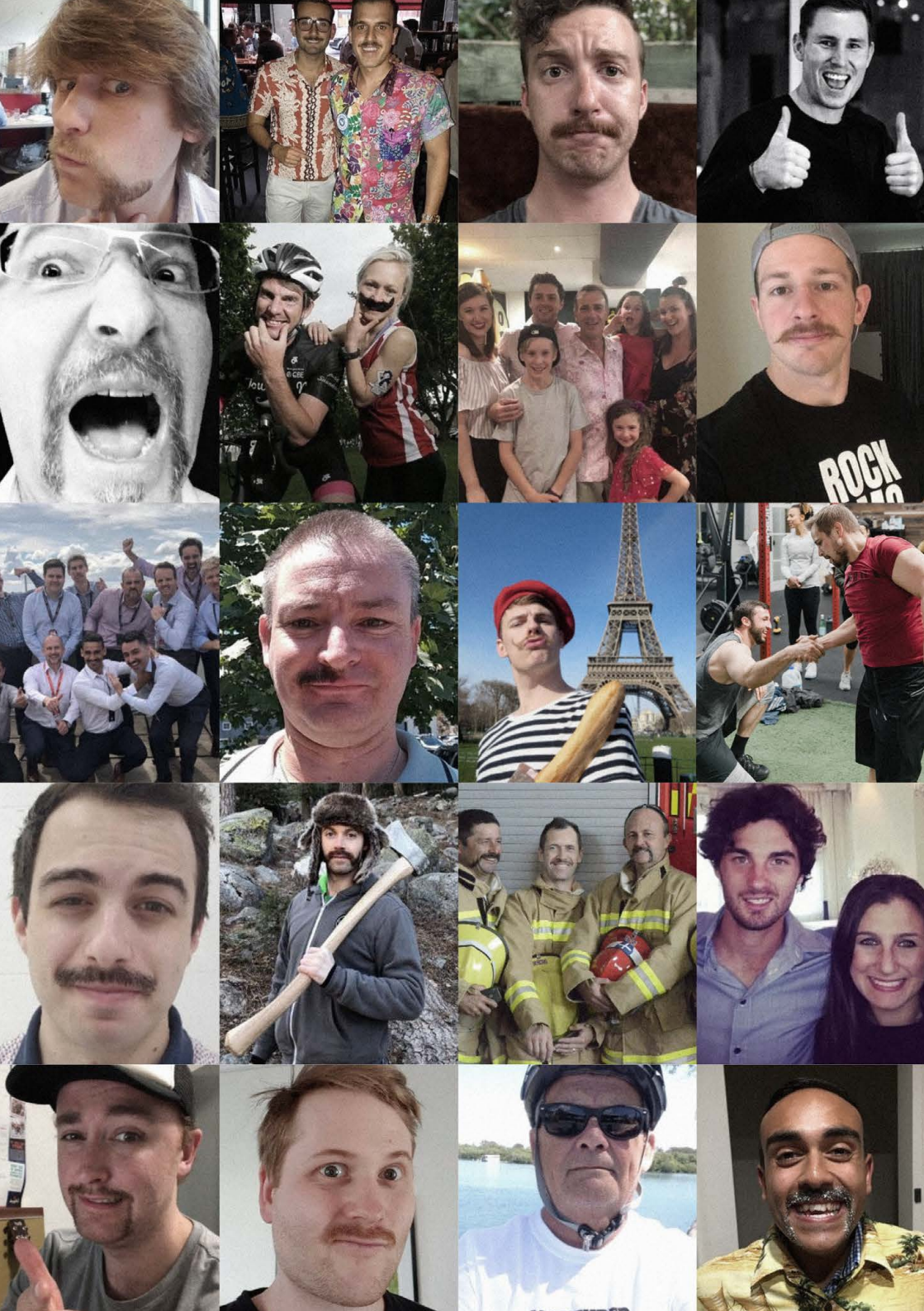
To learn more, go to link.movember.com/mo-matched

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

0207 952 2060

Movember Europe
PO Box 68600
London, EC1P 1EF



CONTACT US

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

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