# PART 1: EMAILS

## PART 1: EMAIL TEMPLATE 1: I’M MOVING FOR MEN’S HEALTH

## STEP 1:

Choose the subject line that best represents you:

I’m Moving 60 kms for the 60 men we lose to suicide each hour...

or

Can you help make my Moves count?

## STEP 2:

Copy and paste this text to encourage donations:

Hey [Firstname],

Globally, one man takes his own life every minute, of every day. This Movember, I’m Moving for them.

I’m aiming to [walk/run] 60 kms over the course of Movember. Because shockingly, around the world we lose 60 men to suicide every hour of every day. These are our fathers, brothers, sons and friends. The men who should still be here today.

Going the distance and Moving every day is gonna be tough. But your donation will help keep me going.

Not only that, but it will help fund groundbreaking projects in mental health and suicide prevention. Like Making Connections – a Movember-funded initiative that puts mental health help into the hands of at-risk groups – such as men of colour, military members, veterans, and their families.

It’s projects like these that can help us reduce the 3 out of 4 suicides that are men.

Donating is easy. Just follow the link to my Mo Space below. Once you’re there, you’ll also be able to track my progress to my distance goal.

So, will you back me?

[Insert your name here]

[insert Mo Space URL here]

movember.com

## PART 1: EMAIL TEMPLATE 2: I MOVED FOR MEN’S HEALTH

## STEP 1:

Choose the subject line that best represents you:

Drum roll please. I hit my Move target...

or

I’ve just finished something epic...

## STEP 2:

Copy and paste this text to encourage donations:

Hey [Firstname],

It’s official. I hit my target of 60 kms during Movember. Each of those kms represents how many men we lose to suicide every hour of every day. It’s shocking – and I wanted to do something about it.

That’s why I pushed myself so hard over the past 30 days. It was in the hopes that I could raise funds and awareness for these men. After all, they’re our fathers, brothers, sons and friends.

Now that I’ve done my part, I’m hoping that you can make my kms count by donating to back my Moves.

Your donation will not only make the early mornings and sweaty afternoons worth it, it’ll fund groundbreaking projects in mental health and suicide prevention. Like the Social Innovators Challenge – a Movember-funded initiative that puts mental health help into the hands of men through community meet-ups – think pie clubs, surfing groups and more.

I’ve done the hard part and now I need your help to get over the finish line. Anything you can give – big or small – can help me change the face of men’s health. It’s just a click away. Follow the link below:

[insert Mo Space URL here]

Thanks for getting behind me.

[Insert your name here]

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# PART 2: SOCIAL PHRASES

## TEXTS:

## V1.

I’m Moving 60 kms this Movember for the 60 men we lose to suicide each hour. Will you back my efforts? [Mo Space URL]

## V2.

4 out of 5 suicides are men. I’m Moving this Movember to raise funds that will change that. Will you back my efforts?[Mo Space URL]

## SOCIAL POSTS:

## V1.

I’m Moving 60 kms this Movember for the 60 men we lose to suicide each hour. Will you back my efforts?

Your donation will not only make the early mornings and sweaty afternoons worth it, it’ll fund groundbreaking projects in mental health and suicide prevention.

Let’s change the face of men’s health together.

[Mo Space URL]

## V2.

With 60 men dying from suicide every hour of every day, there’s no time to stand still. So this Movember, I’m putting one foot in front of the other to change it. Will you help me?

Donate, and you can help me fund groundbreaking projects in mental health and suicide prevention.

[Mo Space URL]