



YOUR MOVEMBER FUNDRAISING GUIDE

STOP MEN DYING TOO YOUNG



SIGN UP  MOVEMBER.COM



WELCOME ABOARD

GET READY TO STOP MEN DYING TOO YOUNG.

Thanks for getting involved this Movember. You're joining a movement of 5M+ Mo Bros and Mo Sistas on a mission to help men live happier, healthier, longer lives.

Whether you're joining us as a lone wolf, are starting up a team, or you're keen to get your workplace involved – we're here to help.

In this pack, you'll find the inspiration to go bigger, better and hairier for men's health. From stories featuring our dedicated Mo community, to important information about the projects you're funding.

As you Mo throughout the month, remember that the money you're raising will fund groundbreaking research in prostate cancer, testicular cancer, mental health and suicide prevention. These projects bring leading experts together from

around the world to create solutions that will fundamentally change the way men are treated and supported.

With that in mind, we challenge you to make this Movember your best month of 2018. Whether you Grow a Mo, Move for men's health, or Host a Mo-moment by gathering mates – you have the power to stop men dying too young.

From the entire team at the Movember Foundation, thanks for getting involved. And Mo on!

THE MEN YOU'RE HELPING

MEET THE MEN WHOSE LIVES
YOU'RE CHANGING.

MO BRO, ADAM SHAW

Diagnosed with testicular
cancer, 2013

"After finding an abnormality during a self-examination, my wife encouraged me to go and see a doctor. The first doctor I saw told me that I was fine, but something still didn't feel right. I followed my instincts and insisted on an ultrasound. After the ultrasound, another doctor 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.

Three years later, 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 my 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."





THE PROJECTS

GET TO KNOW SOME OF
THE 1,200+ (AND COUNTING)
PROJECTS THE MOVEMBER
FOUNDATION HAS FUNDED –
AND YOU'RE SUPPORTING.

TRUENTH PROSTATE CANCER

Spanning eight countries, TrueNTH Prostate Cancer puts tools like decision support, lifestyle management, and symptom tracking into the hands of men who need it. Plus, peer-to-peer support for survivors and families, and easier access to healthcare professionals.

TRUENTH TESTICULAR CANCER

Available to any man, anywhere in the world with an internet connection, TrueNTH Testicular Cancer includes tools and resources to help young men navigate the disease. In some countries, men can even chat with specialist nurses and other guys who've been through the same journey.

GO TO WHERE MEN ARE

We want to create a world where young men are mentally healthy and well, and can take action early – supported by their friends, family and community. To do this, we're building projects based on evidence – making them bigger and better, and sending them across the world.

GROW A MO, SAVE A BRO

YOUR MOUSTACHE CAN
MAKE A DIFFERENCE.

There's a smaller, hairier solution to the men's health crisis. A solution you can Grow yourself. A solution that's sitting right under your nose.

No matter the shape or style of your moustache, your face can inspire donations, conversations and real change.

STEP 1: CHOOSE A STYLE

Feeling brave? Try the trucker.
The timeless type? Go for the regent.
Lacking a little lustre? Wisp away.

STEP 2: SHAVE DOWN

Rev up the razor and go fresh-faced on the 1st of Movember. Then shape your Mo over the month. If you'd like to kick off with a bang, invite family and friends to watch and donate by Hosting a Shave Down.

STEP 3: INSPIRE DONATIONS

Use your Mo as the ultimate conversation starter to get friends and family donating.

MOUSTACHE 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 FOR MEN'S HEALTH

GO THE DISTANCE AND STOP
MEN DYING TOO YOUNG.

Globally, one man takes his own life every minute, of every day. This Movember, we're asking you to make your Move – for them.

YOUR 60 KM CHALLENGE

Commit to running or walking 60 km over the month. That's 60 kms for the 60 men we lose each hour, every hour – 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.

STEP 1: GET READY

Connect your fitness tracker to Mo Space to track every step. Don't have one? Ask family and friends to keep you on track.

STEP 2: CHIP AWAY, YOUR WAY

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

STEP 3: MAKE IT COUNT

Raise much-needed funds, and shine a light on men's health.

HOST A MO-MENT

THE EASIEST WAY TO STOP MEN DYING TOO YOUNG.

There's nothing better than getting together with mates. Except getting together with mates to change the face of men's health.

No matter how you socialise this Movember, you can make it a Mo-ment – a chance to raise the roof and raise much-needed funds.

Think big. Think small. Think delicious, competitive or creative. If you're having fun and doin' good, you're nailing it.

STEP 1: CHOOSE YOUR MO-MENT

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

STEP 2: SHOUT IT OUT

Let family and friends know where you'll be, and when.

STEP 3: 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 get the month started



TOOLS 'N TIPS

USE THESE TO GET DONATIONS ROLLING IN.

ONLINE

JOIN A TEAM OR CHALLENGE

Join forces with friends in a team, or compete against Mo Bros and Mo Sistas from a similar industry in a Challenge. You can choose from these options once you've signed up.

ADD A 'DONATE' BUTTON

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

Add it to photo and text posts by clicking 'More options', scrolling down to 'Support Nonprofit' and then searching for the Movember Foundation.

For live video posts, click 'Live video' on your status, and then click the three dots in the top corner of your smartphone. Click 'Add a donate button', and then search for the Movember Foundation.

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

ON FACEBOOK

FUNDRAISE WITH FACEBOOK

Sign into your Mo Space and then click the blue 'Reach more people' button on the right-hand side to create a Facebook Fundraiser.

This lets you easily invite your personal Facebook network to donate, plus share updates and say thanks for their donations.

Best of all, your Facebook Fundraiser will link to your Mo Space, so any donations you get on Facebook will show up there too.

Hot tip: *Mo Bros and Mo Sistas who used a Facebook Fundraiser in 2017 raised 180% more than those who didn't.*

WITH MATES

MO SPACE DOWNLOADS

Sign into your Mo Space to get your hands on a range of downloadable, printable fundraising boosters. Save away, hit print, and use them in your workplace, or when you're Hosting a Mo-moment.

OFFICIAL COMPANY FACEBOOK PAGE

Do you work for an organisation with a verified page on Facebook?

If so, your business can run its own Facebook Fundraiser and turn those 'Likes' into donations. Just get the page admin to search 'fundraisers' on Facebook and follow the steps from there.

AT WORK

MATCHED GIVING

Lots of workplaces support fundraising efforts by matching the donations their employees raise – up to a certain amount. Have a chat with your workplace to see if it's something they might get behind. This could see your donations double in no time.

MEET OUR MO HEROES

NEED SOME INSPIRATION? THESE
LEGENDS WILL DO THE TRICK.



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MATT TAKES ON MORUNNING

Matt Shore was diagnosed with testicular cancer in August 2017. But that didn't stop him from havin' fun, doin' good. On just day 12 of his chemotherapy, he gathered a team of 30 and took up a 10 km MoRunning event.

This Mo Bro then went bigger, better and hairier with a couple of Mo-ments. He put on a raffle at his workplace to raise extra funds, and sold baked treats in the centre of his home town.

MO-VENSDAY ON CAMPUS

Students took advantage of their university nightclub 'Venue' for a moustache-filled Mo-ment – decking the place out with moustache straws, mirror stickers, posters and a photo booth.

Using the photo print-outs as conversation starters during the night, these Mo Bros and Mo Sistas let people know about Movember, how to get involved, and why men's health awareness is so important.

DONATIONS 101

YOUR EFFORTS THIS NOVEMBER
CAN STOP MEN DYING TOO YOUNG.

HOW TO DONATE

ONLINE:

Visit movember.com

—

PHONE:

01 6854395

—

BANK TRANSFER:

JP Morgan Chase

Sort Code: 609242

Account Number: 0041474142

Swift: GB92CHAS

—

POST:

Movember Foundation Ireland

PO Box 12985

Dublin 8

HOW IT COUNTS

Increase men's awareness of the top five things they need to know and do for their health.

Contribute to projects in local communities – changing the lives of men from all walks of life, across the globe.

Help fund global researchers, as they work to find new avenues for treatment and care in men's health.





THAT'S A WRAP

WHEN THE MONTH OF MOVEMBER COMES TO A CLOSE, WRAP THINGS UP BY:

01: MAKING A FINAL CALL OUT

Let family and friends know there's still time to donate by sending one last email. You'll be surprised at how much of a difference it can make.

02: SENDING YOUR CASH DONATIONS IN

Count the loose change collected over the month. Once you've got a tally, send the total through bank transfer, donate online via cheque in the post, or over the phone. Our details are on the previous page.

03: CELEBRATING YOUR EFFORTS

You did something good. And that's worth celebrating.

You stepped up to the challenge to stop men dying too young. For that, we can't thank you enough.

MOVEMBER.COM



FAQS

Visit our [FAQs](#) for answers to your questions.

CONTACT US

Got a question? Drop us a line:

Email info.ie@movember.com

Phone 01 6854395



facebook.com/MovemberIE



instagram.com/Movember



youtube.com/movembertv



twitter.com/MovemberIE



linkedin.com/company/movember