

 **MOVEMBER®**

YOUR MOVEMBER FUNDRAISING GUIDE





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Welcome to the world's most unconventional approach to fundraising.

Around the globe, men are dying too young. It doesn't have to be like this.

We're thrilled that you – a champion of the mighty Mo, an inspiring innovator, a fired-up change agent – are supporting Movember.

Movember started in 2003 as a bit of fun between friends in Melbourne, Australia. Today, we're the leading charity changing the face of men's health around the globe.

Mental health and suicide prevention, prostate cancer, and testicular cancer – we're taking them all on.

Over the years, with the help of our global community – seasoned Movember veterans, first-time moustache growers, schools, college students, corporate executives – we've built a treasure trove of inspiring, fun and creative event and fundraising ideas.

The Movember Fundraising Guide is years of community ingenuity distilled into one easy to read guide. Figure out what works best for you, then run with it

Always remember, the funds you raise support groundbreaking men's health projects all over the world - including here in Ireland, with initiatives like **Movember Ahead of the Game** and **IPCOR** - changing and saving lives.

You can read more about the work you're helping to fund [here](#).

IMPACT





FOUR WAYS TO MO

Growing a moustache is the most well known way of supporting Movember.

But you don't need to grow to save a bro. Move, Host and Mo Your Own Way are options which may better suit your calling. You can even chop, change and combine as you please.

GROW

Grow a moustache to raise funds for men's health. It's the classic and simple approach. Can't grow one? Even better. The worse the moustache, the more conversations it'll inspire. It's how you can literally get in the movement.

MOVE

Move this Movember by walking or running 60km over the month. That's 60km for the 60 men we lose to suicide each hour globally. Solo and team efforts accepted.

HOST

Rally a crew and host a quiz night or a ping-pong tournament. Anything close to you or your community's heart can inspire an event.

MO YOUR OWN WAY

A choose-your-own-adventure challenge that's epic in scope and scale. Set your sights on breaking an obscure record. Do dares for donations. Kick a bad habit. Take on a physical challenge. Mo Your Own Way means you make the rules.



HOW TO GROW

The place where it all started – growing a moustache on our top lip to raise funds for men's health.

That means growing a Moustache for the month formerly known as November. And it starts by making sure you're clean shaven on the first day of Movember.

HERE ARE 5 WAYS TO GET MORE DONATIONS WHEN YOU GROW FOR MOVEMBER:

01. SHAVE-DOWN

There's no better way to kick start your fundraising than to share the evidence of you shaving down on the 1st November. Not only will you be ready to start Movember fresh faced and itching to get going, you can also use this as a chance to get the donations rolling in. Live stream, video or get your mates together and shave down in person.

02. SHOW YOUR MO-GRESS

Use the Movember app to take a daily photo and share your Mo-gress using our built in GIF creator. Create and share videos and use our filters to splash your 'tache all over your social media.

03. DYE IT

Nothing gets more attention than a pink or purple Mo. Want to raise more? Offer to dye it in colours you hate for extra dough

04. MO SWEEPSTAKE

Auction off the style of your moustache for donations – either to the highest bidder or in a raffle.

05. THE KEEPER

Not everyone's a moustache fan. So, what happens if you announce that you plan to keep yours? Maybe it's an opportunity to get donations to shave it off. Just sayin'.



HOW TO MOVE

Movember isn't just about growing a furry top lip – it's also about changing men's health by getting a sweat on for the month of Movember.

Run or walk 60km over the month. That's 60km for the 60 men we lose to suicide each hour, every hour across the world.

HERE ARE FIVE WAYS TO STAY MOTIVATED AND HIT YOUR TARGET:

01. MOVE FOR THE MASSES

Gather your friends or colleagues for a group run. Recruit someone to be the leader of the pack, then ready, set, sweat!

02. FRIENDLY COMPETITION

Throw down a challenge to your friends: who will be first to complete their 60km? The winner receives a donation to their Mo Space.

03. MOVE IN TWOS

Get a friend on board and walk your 60km together. If for whatever reason you can't do it in person, plug in your earphones and give each other a call. It's also a great opportunity to check in with each other.

04. MOVE MULTIPLIER

Ask your network to pledge a donation amount for every km that you move. If you can get five people to pledge €1 per km, that's €300 raised.

05. MOVE OUT OF YOUR COMFORT ZONE

Why not expand your network and join a wider event with the rest of the Mo Community? There's everything and anything for you to get involved with - from sea swims to races. More details [here](#).



HOW TO HOST

Rally your crew and Host a Mo-ment to raise awareness and funds for men's health.

You can Host in person or online – think big and go wild. It's all about having a good time and raising funds for a good cause.

OUR TOP 5 TRIED AND TESTED MO-MENTS YOU COULD HOST:

01. SHAVE DOWN

Get the gang together on Movember 1st for a Shave Down. Have a barber on hand to bring out those baby faces.

02. MO TRIVIA

Host a Mo Trivia night with friends and family with some Mo inspired trivia and prizes. Why not have a picture round with some famous Mo's!

03. THROW A STACHE BASH

Invite your friends, family and supporters to an end-of-Movember party. Ask for donations as a cover charge, set up some fun activities and thank everyone for helping you change the face of men's health.

04. SPORTS TOURNAMENT

Decide on your sport, time and date and find a suitable venue. Promote it far and wide to get teams signed up – it's a good idea to ask for them to pay to secure their space so they are committed to attending. As well as raising funds through the entry fees you can also have extra fundraising activities on the day, like a raffle or sweepstake.

05. BING-MO

Host a bingo night and ask players to donate for their bingo cards. There's a number of websites out there that generate cards for free, and even randomly select the numbers for you to call.



HOW TO MO YOUR OWN WAY

Mo Your Own Way means you make the rules – choose an activity that pushes you out of your comfort zone.

Set your sights on breaking a world record. Do dares for donations. Kick a bad habit. Take on a physical challenge. Think big and go bigger.

RAISE SOME BROWS

The best challenges tend to prompt the response “you’re doing what?!” Get that right and donations will follow.

WHENEVER, WHEREVER

Indoors, outdoors, in a single day, over several weeks or across the year. This is your challenge. You make the rules.

HAVE FUN, DOIN’ GOOD

Whatever you do, however much you raise, if you’re having a good time, you’re nailing it.

5 WAYS TO MO YOUR OWN WAY:

01. TAKE A HIKE

From a one-day trek to a multi-day challenge, scale mountains and watch your donations soar.

02. MILES FOR MEN’S HEALTH

Rally a group and set your sights on the horizon – each person runs a leg to hit a combined target, like the distance from one capital city to the next. Pull together to inspire donations.

03. DARES FOR DONATIONS

They set the dare and name their donation amount. You go all out for men’s health (as long as it’s safe and legal of course).

04. MO WITHOUT

Get sponsored to give up caffeine, sugar or alcohol for the month. Get the donations started by donating to yourself the price of what you’re giving up. Fine yourself when you fumble. You’ll raise funds and improve your health. Win, win.

05. USE YOUR TALENTS

Are you a marvellous musician, a fantastic photographer or a star baker? Provide your skills for donations from friends, family and colleagues.

For a step by step guide on how to link your fitness tracker to your Mo Space, head to page 14.



HOW TO MO SPACE

Whether you're using the app (which we would highly recommend, it's great!) or movember.com, your Mo Space will be a hive of activity throughout the month.

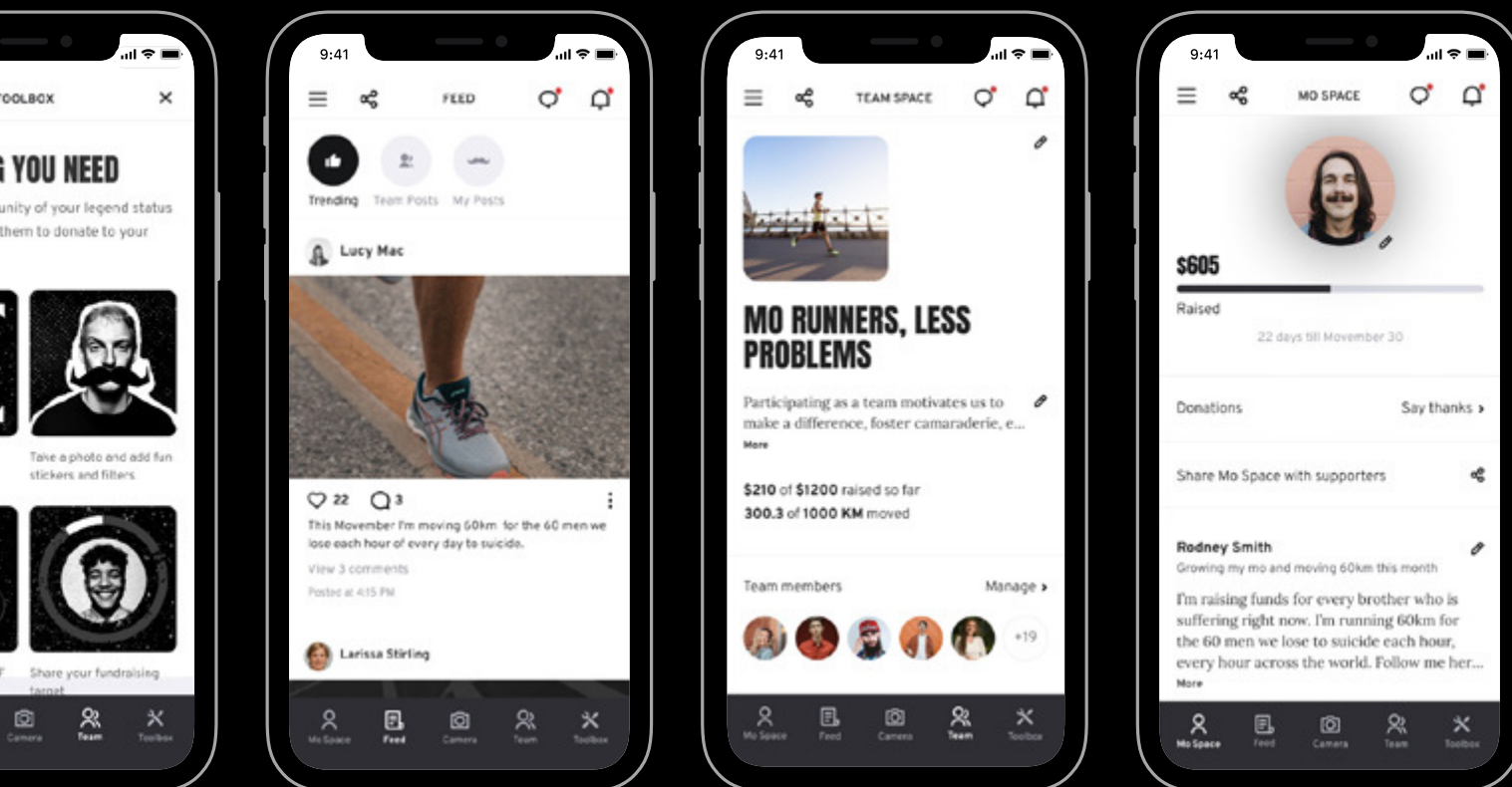
It's the place where you get donations, tell your story, share your fundraising and much more.

HERE'S A FEW USEFUL TIPS ON HOW TO MO SPACE:

- **Get that face out there** - Let everyone see that beautiful face. Click on the camera icon in the top right corner of the profile picture space to upload a new image.
- **Set a fundraising target** - Mo's who set a target raise more than those that don't!
- **Share why you're doing it** - If you have a personal story or reason that you're able to share, tell it. We're all here to inspire conversations and change the face of men's health.
- **Join a challenge** - Who doesn't love a little friendly competition? Join one of our [Movember Challenges](#) to compete with other fundraising teams across your sector to be crowned the Ultimate Fundraising Champions. There are rewards and limitless bragging rights up for grabs. Plus, with live leaderboards, community pages, and content posted regularly...it's classic Movember, with a fun twist. Anyone can join. But the question is, are you up for the challenge?
- **Sign Up for Movember** and create a Movember Team. Rally your friends/co-workers/family to sign up, too.
- **Lost a donation?** - It's technology, sometimes it lets us down. If you think you should have an extra donation on your Mo Space, [email](#) us the details and we'll hunt it down



THE MOVEMBER APP



Come the hairy season, the Movember app is your secret weapon.

It's your shortcut to quicker, easier, fun-packed fundraising – not to mention a brilliant way to effortlessly update and communicate with your network.

HERE ARE THREE FANCY FEATURES THAT'LL MAKE YOU AN IRRESISTIBLE DONATION MAGNET:

Mo Selfie: the camera is loaded with custom stickers and filters to spice up your Mo Selfies.

Mo Space: speedy access to your Mo Space means easier everything. Asking for and receiving donations, thanking donors, and sharing your page.

Mo Tracker: the Mo Tracker measures daily Mo growth and then pulls it all together in an end-of-month timelapse.

If we haven't sold it yet, you can also:

- Get notified whenever donations roll in.
- Team group chat - chat to your whole Mo squad in the app
- Use your personalised QR code to share your Mo Space on the spot (also called instant donations)
- Track your progress as you huff and puff through your Move or Mo Your Own Way challenge
- Track your progress as you huff and puff through your Move or Mo Your Own Way challenge.
- Check in on your team and any fundraising challenges that you're part of.
- Get the latest Movember news and stories from our awesome community.

Need we say more? Download on the App Store or get it on Google Play now.





FUNDRAISING RESOURCES

We're here to make sure you have the best Movember ever.

HERE'S SOME OF THE WAYS WE CAN HELP YOU HAVE AN EPIC MONTH:

- Download the App
 - Use our editable Canva social tiles to promote what you're up to.
 - Check out our [email and message templates](#) to share with your team to spread the word.
 - Read the [Team Captain Guide](#) to help you lead your Mo's to success.
 - Download [posters and leaflets](#) and stick up everywhere.
 - Use our [Social Media Assets](#) - for spreading the word of Mo.
 - Copy and paste our [Email signature banners](#) - so everyone you email knows what a Mo Legend you are.
 - Read our [Advice on gift matching](#) to double those donations!
- Get in touch with your dedicated fundraising manager at Mo HQ via email or phone if you have any questions – we're here for you.



FUNDRAISING IN TEAMS

Did you know that you can fundraise as a team?

You'll have fun, build connections and strengthen camaraderie with friends, peers and colleagues.

Your teammates keep you fired up.

You dial the competitive up to 11.

A team makes a bigger impact. And that means more much-needed funds and awareness for men's health.

To join a team, head to the team section of your Mo Space. Here you can choose to join an existing team or rustle up some Mo's to start your own team.

Every team has a page that shows the Team Captain, fundraising target, and tally. You can also check out the feed to see donations, messages and photos from the team.

Team Captain's are so important to us, we've created your own special guide. Check it out [here](#).

STARTING A TEAM

To start a team, head to the team section of your Mo Space. Starting a team makes you the default Team Captain, every team needs one. A legendary Movember supporter. Chief motivator. Champion recruiter. One who leads by example.

- 01** Your first responsibility is a team name. Beardless Dragons? The Hairy Marys? Choose wisely. A good name makes recruiting team members easier. The bigger your crew, the bigger your impact.
- 02** Set a fundraising target with your team and make a plan to blow past expectations.
- 03** Set the team's motivation. Like a personal Mo Space, make it meaningful.
- 04** Give your Mo Space a personal touch with pictures, videos, plenty of updates and team members' personal stories.
- 05** Activate the team feed with some accolades. Shout out to the person with the best 5 o'clock shadow or who's moved the most on day one.
- 06** Build your team, the mo the merrier. Share your team's Mo Space QR code and encourage your friends, colleagues and community to join in the fun.



SOCIAL TIPS & APP SHARING

As a part of the Mo Community, your job is to shout about it, tell your story, share your page, tell everyone what you're doing.

Your friends, your parents, people down the shops, at the barbers, at work, in the gym, at footy, ANYWHERE you can tell people about Movember. It's what we Mo's do. And if you're not doing it in person, there are lots of other ways to share...

Social media: Facebook/Instagram/Twitter/TikTok/BeReal/whatever the new thing is.

- Tell people what you're doing and why. You could livestream your shave down, if you're running every day, upload a photo each time with an update on how your legs are feeling.
- If you have a personal reason for supporting Movember, and feel comfortable sharing, tell people. You could help someone going through something similar, inspire another Mo to join the community, or get a few more donations.
- Repetition is key – not everyone is on social media every day, and sometimes people mean to donate but forget. Don't let them miss what you're doing or forget. You've got 30 wonderful days to share that Mo joy.
- Photos/videos - let everyone see that beautiful face - Mo or not. Or where you're running today. Or the behind the scenes of you setting up your big Mo bash.

You can share your Mo Space directly from movember.com or from [the app](#). Here are three fancy features that'll make you an irresistible donation magnet:

Mo Selfie: the camera is loaded with custom stickers and filters to spice up your Mo

Mo Space: speedy access to your Mo Space means easier everything. Asking for and receiving donations, thanking donors, and sharing your page.

Mo Tracker: the Mo Tracker measures daily Mo growth and then pulls it all together in an end-of-month timelapse.

Local press – if you're doing something really out there to Mo Your Own Way, or taking on a huge physical challenge, or sporting a rainbow moustache for the whole month, we're pretty sure your local media outlet would love to hear about it. Think about how many people you could reach with your Mo message! Check out your local paper or radio website for details on sharing your story. Our PR Team can give you [advice on this](#).

Email – We've got some excellent [pre-written](#) messages you can use to hit up your address book for donations. Get in touch with your network the not-quite-old-fashioned way.

WhatsApp/Text - Use our templates to get the word out on the whatsapp groups, whether it's your mates, your neighbours or a work group – all good groups of people who'll be interested to hear why you're fundraising for Movember this year.



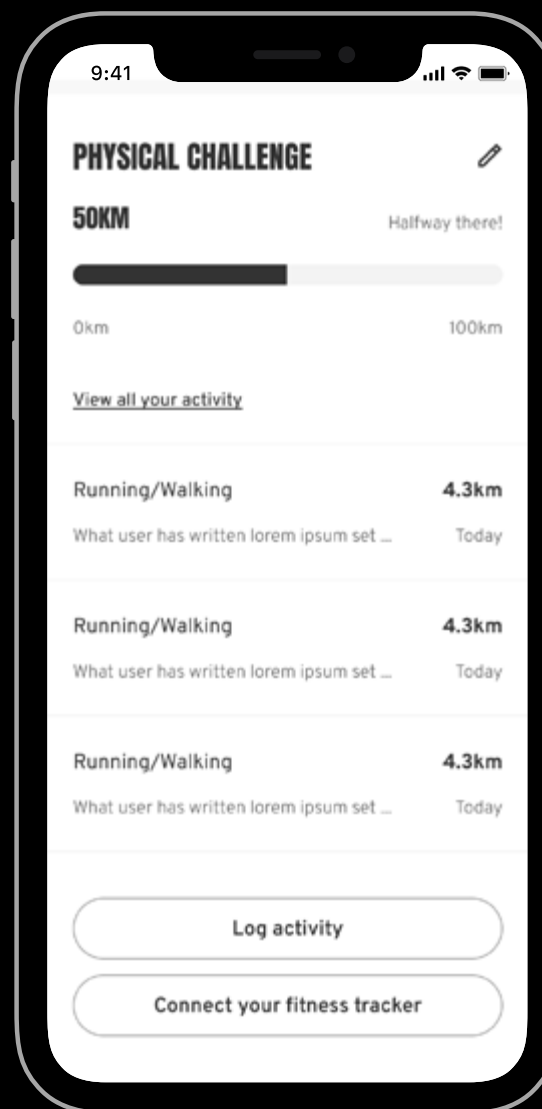
CONNECTING YOUR FITNESS APP TO MO SPACE

Whether you're taking on Movember's Move challenge or Mo Your Own Way, linking your fitness app lets you track your progress and share updates that inspire donations. All while motivating you to smash your target.

THREE SIMPLE STEPS

- 01** Fire up the Movember app or log into your Mo Space on movember.com.
- 02** Set your Move challenge by selecting 'Run', 'Walk', 'Cycling', 'Swimming', or 'Rowing'.
- 03** Follow the prompts to connect your **fitness app**. The Movember app supports Garmin Connect, Fitbit and Strava.

movember.com supports Garmin Connect, Fitbit and Strava.



KEEP IN MIND

Movember only records sessions you start and stop tracking using the activities you've selected. We won't track any additional distance covered outside of these prompts.

It can take a while for your tracked activity to appear on your Mo Space. Don't worry if you can't see it immediately – it's coming. Your Mo Space will only display your completed sessions after you've connected your fitness app.

Your activity will only sync if the activity type used on your device/app matches one of those you picked as your Move/MYOW challenge. For example; if you select run on mo.com, but log a cycle that won't push over.

PRIVACY AND TROUBLESHOOTING

Your privacy matters
To read about the information that your fitness app shares with Movember, visit movember.com/privacy.

Having trouble?

If you can't sync your fitness app to your Mo Space, ~~get in touch~~ with your local Mo Team.



ASKING FOR DONATIONS

To help you have the best Movember, here are some donation ideas from our fundraising experts in the Mo community.

Family and friends first - They'll be the most supportive. Especially if you have embarrassing photos of them.

Back yourself - Make the first donation and challenge others to match it.

Tried and true - Ask those who've supported you in the past. You'll find their email details in your Mo Space. Go to your 'My account' section, then click on 'Fundraising history'. Share why you're doing it. If you have a reason or personal story you want to share, tell it. We're all here to inspire conversations and change the face of men's health.

TIPS ON ASKING FOR DONATIONS

Since we're veterans at asking for donations, we've added a slew of template messages to your Mo Space that you can use. Don't just take our words, though; add a personal touch as you send messages via email, social media, or even offline with individual thank you cards – something they'll really remember.

HERE ARE SOME OTHER THINGS YOU CAN SAY TO HELP ASK FOR DONATIONS:

For men's health - Let them know why men's health needs them.

- “Globally, we lose a man to suicide every minute.”
- “Prostate cancer is the most common cancer in men.”
- “Testicular cancer is the #1 cancer in young men.”
- “Our fathers, partners, brothers and friends are dying before their time.”

Progress updates - Photos, updates and Mo musings – keep your donors (and potential donors) in the loop.

Update your target - If you smash your target with time to spare, why not up the ante? Inspire more donations by increasing your target.

Offline donations - Loads of donors will send money straight to your Mo Space; but for those who give you cash, cheques or bank transfers, use the 'Submit cash donations' section on your Mo Space to send the donations directly to Movember.

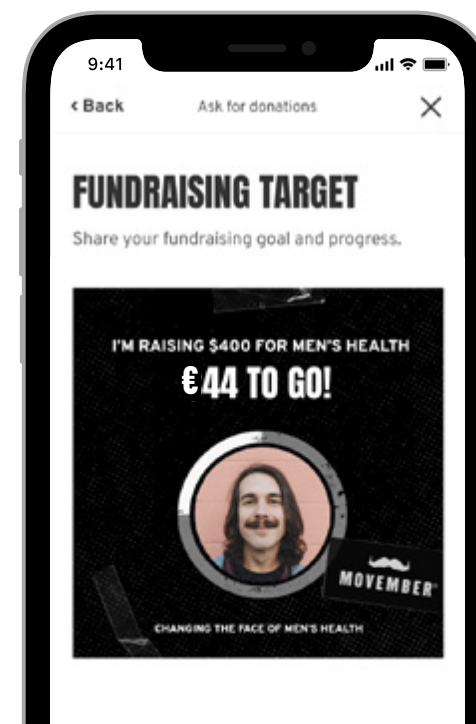
Ask again - Once more for the people in the back! Remind everyone that you're doing Movember and why it's important to you. Include your Mo Space web link (the URL) and/or QR code to make donating as easy as possible. Sometimes people just need a reminder, so don't be afraid to repeat yourself.

Pre-written emails and social posts -

We know – not everyone's a wordsmith. Most of us would rather be out and about sweating for Movember instead of sweating in front of a blank Word doc. Our scribes have written some email templates for you to send out and really get donations flowing.

[Download the templates](#) from our [fundraising resources page](#).

And rest safe in the knowledge, every single donation you get, whether it's €1 or €1000, will help to change the face of men's health. And that my friend, is something very special.





CASE STUDY: GLEN TYSON

“During Mo weekend in the Summer of 2022, myself and two other Mo Bros came up with the random idea of running a 'different' type of event for Movember. That being a tattoo event.

The reason behind this was the three of us have a love for both tattoos and of course mens mental health. I then brought this idea to my tattoo artist, Adam Purtell, who was absolutely delighted to be on board, so we went about planning it.

We came up with different designs and sizes so if people wanted to take part but not get the 'Mo'ustache then that would be fine. We then came up with a fixed price of €40, a price we felt was perfect as it wasn't too expensive, but enough that we could for sure raise a fair amount towards Mo.

We set our eyes then for the event to be held on the last Saturday of November, as those taking part could show off their brand new tattoo along with their own personal tache! We made some social media videos explaining our motives behind it, those being; To constantly remind everyone the meaning behind Mo as it would be a permanent reminder to those suffering to speak out, and that we are all one big community out to help eachother when needed, which got over 10k views, which was amazing as the message was for sure getting out to people.

The day of the event went flawlessly. We had 25+ people come in and sacrifice a part of their skin, me being the first, for the good of a fantastic cause and I also got to tattoo it onto Adam the artist which was an honour! We managed to raise €1100 which was just the greatest feeling. I would for sure organise the event again in the future as I feel like we could for sure get more people on board which of course spreads the message wider, one tatt at a time!”

—Glen Tyson



**MO
AWARDS**

ARE YOU ONE OF THE FEW?

Any decent club comes with perks and ours is no different. Alongside powerful conversations, lifelong bonds and contributing to a world where men can live happier and healthier lives, we've got some exclusive perks just for those in Platinum Club.

BY 30 NOVEMBER:

Raise €1000 to join the Movember Platinum Club and claim a Movember Platinum Club T-Shirt.

BY 30 NOVEMBER:

Raise €2000 to unlock Platinum Club Level 2 and secure an exclusive Movember washbag, handmade by McWilliam Bags in Cork.

BY 30 NOVEMBER:

Raise €5000 to reach Platinum Club Level 3 and receive a personalised Movember vinyl and book from our Movember Ambassador.

Visit ie.movember.com/prizes for Terms & Conditions

INVITES TO MOVEMBER EVENTS

All Platinum Club Mo's will be invited to Movember events and to hang out with fellow Mo's while finding out more about the work your support has funded. Look out for invites to events coming your way (make sure you opt in to our emails)!

YEAR-ROUND HEALTH INFORMATION

Our work for men's health doesn't end in December. As a member of our Platinum Club, you'll have a contact all year-round and have access to our health information packs to share and spread awareness of men's health issues throughout the following year.

PLATINUM CLUB



KEEPING IT LEGAL



STACKED LOGO



ICONIC MO



WORDMARK



HORIZONTAL LOGO

Here you'll find some helpful tips and legal guidance on how to use our branding to best support us.

Movember's branding consists of several globally registered trademarks including the word Movember and our brand expression 'changing the face of men's health'.

Our iconic mo and Movember logos are protected, as is the imagery and artwork used on the Movember website.

DO'S

Do use the downloadable artwork on our website to promote your participation in Movember (see je.movember.com/support-us/fundraising-resources).

E.g. Use the campaign logos in a Facebook post or tweet about growing your Mo (but don't alter or manipulate the downloaded images).

Do give your event a distinctive name and state that it is in support of Movember.
E.g. 'Community Ball supporting Movember'.

Do give your website, app or product a unique name.

Do mention and link to Movember and promote your involvement with our cause.

Do sign up at movember.com or via the Movember app and start a team for your company and your staff.

Do consider asking your company to match the donations raised by your staff (see the [website](#) for more information).

DON'TS

Don't sell items that display our branding (including the word MOVEMBER or our iconic mo). This includes clothing, accessories, products or any merchandise created for sale, unless you have a written agreement with Movember (see Cause-related marketing section).

Don't call your event an "Official" Movember event. This can confuse the community about who is organising and responsible for the event.

E.g. Don't call your event the "Official Movember Gala".

Don't use the word MOVEMBER, or anything confusingly similar in the name of your website or a social media account, business name, app or product.

E.g. Don't call your app "Movember Moustache" or name your business "Movember Org."

Don't offer goods or services for sale on the basis that a % or number of euros / € per sale will be donated to Movember, unless you have a written agreement with Movember (see Cause-related marketing section).



CAUSE-RELATED MARKETING

Cause-related marketing is offering products for sale on the basis that a % or amount per sale will be donated to Movember.

As a registered charity, Movember has a range of regulatory obligations for these sorts of arrangements (e.g. we need to have a written agreement with the seller of the product and complete certain regulatory filings) so we only do a small number each year.

If you would like to explore this further with us then please get in touch by email and we can send you more information.

OTHER FUNDRAISING ACTIVITIES

If you want to hold a specific fundraising event or activity then we can support you by:

- Providing downloadable assets. Check out the available gear on our website.
- Listing the details of the event on the Movember website. Check out the local Movember events in your community.
- Connecting you with a Movember community engagement leader to help you get your event off the ground – contact info.ie@movember.com.

You are responsible for organising your event. Some of the things you might need to take care of are:

- All financial aspects of your fundraising event, including ensuring that funds donated to Movember at the event are remitted to Movember following the event (for information about issuing receipts, see ie.movember.com/faq).
- Local government permits
- Any required activity permits for competitions
- Food handling permits
- Security services
- Health and safety/fire plans

In addition, you will be responsible for the insurance and alcohol licensing requirements for your event.

INSURANCE

Sometimes if you are organising an event at a venue or public space (e.g. for a Move event), the venue owner or local government will ask you to provide proof of insurance.

Members of the Movember community sometimes ask us if they can use our public liability insurance for these purposes. Unfortunately, Movember's insurance policies only cover events organised by Movember and we cannot extend our coverage for third party events.

ALCOHOL LICENSING

Sometimes if you are organising an event, the venue owner or event supplier will ask to use Movember's charitable registration number to receive a liquor permit or licence.

Unfortunately, for liability and tax reasons, Movember cannot allow the use of its charitable registration number for non-official Movember events.

For more information on the rules surrounding third party events organised to support Movember, please contact info.ie@movember.com.

OTHER

Please don't engage in the following types of fundraising on behalf of Movember:

- Telemarketing
- Door to door fundraising
- Collecting money in public places, such as at high streets



FUNDRAISING GUIDE

Got a question? Drop
us a line.

Telephone +353 1 685 4395

Email

info.ie@movember.com

Partnership Contact

partnerships.europe@movember.com

Post

Movember Ireland

PO Box 12985

Dublin 8

Ireland



MOVEMBER®

CHANGING THE FACE OF MEN'S HEALTH

