



# KEEPING IT NEAT

## BRAND USE AND FUNDRAISING GUIDELINES FOR THE MOVEMBER COMMUNITY

THE MOVEMBER FOUNDATION'S BRANDING CONSISTS OF REGISTERED TRADEMARKS (INCLUDING THE WORD MOVEMBER AND THE "M" RIBBON MARK), LOGOS (THE MOVEMBER FOUNDATION LOGO) AND THE IMAGES AND ARTWORK THAT APPEAR ON THE MOVEMBER FOUNDATION WEBSITE.

THESE GUIDELINES ARE DESIGNED TO HELP YOU UNDERSTAND HOW TO USE OUR BRANDING TO BEST SUPPORT US.



THE MOVEMBER  
FOUNDATION LOGO



'M' RIBBON MARK

### DO'S

Do use the downloadable artwork on our website to promote your participation in Movember.

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

### DON'TS

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

### DO'S

Do give your event a distinctive name and state that it is in support of the Movember Foundation.

E.g. "Community Ball supporting Movember Foundation"

### DON'TS

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".

### DO'S

Do give your website, app or product a unique name. Do mention and link to the Movember Foundation, and promote your involvement in Movember.

### DON'TS

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."

### DO'S

Do sign up at [movember.com](http://movember.com) and start a team for your company and your staff. Do consider matching donations raised by your staff by your company – see the website for more information.

### DON'TS

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



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## BRAND USE AND FUNDRAISING GUIDELINES FOR THE MOVEMBER COMMUNITY

### CAUSE-RELATED MARKETING

Cause-related marketing is offering products for sale on the basis that a % or amount per sale will be donated to the Movember Foundation. As a registered charity, the Movember Foundation 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 at [info.us@movember.com](mailto:info.us@movember.com) and we can send you more information.

### If you would like to hold a specific fundraising event or activity, Movember can support you by:

Providing downloadable assets. Check out the available material 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.us@movember.com](mailto:info.us@movember.com).

### You are responsible for organizing your event.

#### Some things you might need to take care of are:

All financial aspects of your fundraising event, including ensuring that funds donated to the Movember Foundation at the event are remitted to the Movember Foundation following the event (for information about issuing receipts, see [movember.com/faq](http://movember.com/faq)).

Local government permits

Any gaming or raffle permits

Food handling permits

Security services

Health and safety/fire plans

### You will be responsible for insurance and liquor licensing requirements for your event.

### INSURANCE

Sometimes if you are organizing 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, the Movember Foundation's insurance policies only cover events organized by the Movember Foundation, and we cannot extend our coverage for third party events.

### LIQUOR LICENSING

Sometimes if you are organizing an event, the venue owner or event supplier will ask to use the Movember Foundation's charitable registration number to receive a liquor permit or licence. Unfortunately, for liability and tax reasons, the Movember Foundation cannot allow the use of its charitable registration number for non-official Movember Foundation events.

For more information on the rules surrounding third party events organized to support the Movember Foundation, please contact [info.us@movember.com](mailto:info.us@movember.com).

### OTHER

Please do not engage in these types of fundraising on behalf of Movember:

Telemarketing

Door to door fundraising

Collecting money in public places, such as at intersections