



# FUNDRAISING AND EVENT PLAYBOOK







# MOVEMBER FOUNDATION

## OVERVIEW

When the Movember Foundation started in 2003, 30 men got hairy for the month of November. What started as a moustache-growing contest between friends is now the leading charity changing the face of men's health.

Over the years, the Movember Foundation team has curated our fair share of inspiring ways to fundraise and Host events – which we often refer to as Mo-ments. We've heard almost every idea possible from beginner Mo's to seasoned veterans, college fraternities, and all the way up to top executives.

This Playbook is our best attempt to bring together everything we've heard and give you a one-stop shop for all that you need to pull off the best Movember fundraising campaign you can. Not every idea will work for every person,

but we guarantee that if you take the time to read through this Playbook, you will find the tools you need to take things to the next level.

Although you'll read a lot about "what" and "how" in this Playbook, we still firmly believe the most important thing to think about is the "why." It's crucial to remember that every dollar you raise this Movember, and every conversation you have about men's health creates a world where men can live happier, healthier and longer lives. Let the "why" drive everything you do throughout Movember.



# THE BASICS: FUNDRAISING

Whether you're Growing a moustache, Moving throughout the month, or Hosting an event, you can make most of the month with these fundraising tips.

## GET STARTED

### 01.

Sign up at [movember.com](http://movember.com).

### 02.

Choose how you'll get involved. Grow your moustache, Move throughout the month, Host a Moment, or go big and do all three.

### 03.

Create or join a team – remember, there's strength in numbers.

### 04.

Personalize your Mo Space – update your fundraising page by uploading a photo, and adding your motivation.

### 05.

Set a fundraising target for you and your team and donate to yourself to kick-start your fundraising.

### 06.

Download the Movember app for iPhone or Android to Mo on the go.

### 07.

Movember is all about havin' fun, doin' good. Enjoy your journey to change the face of men's health.







# EASY FUNDRAISING IDEAS

## MAKE THE ASK

Encourage people to support your efforts by making a donation to you on [movember.com](https://movember.com). Share your Mo Space URL via email, social media, text message and word of mouth.

## SPARK A MEN'S HEALTH CONVERSATION

Talk about how the Movember Foundation supports men's health and let people know why the causes are important to you.

## SKIP THE GIFTS

Forgo birthday or wedding presents and ask for donations instead.

## PROVIDE UPDATES

Remind people of your Movember participation by sharing photos and fundraising progress.

## SIMPLE INCENTIVES

Auction off styling rights for your moustache or promise to do something funny for a specific donation amount.

## COMPANY GIFT MATCHING

Ask your company and have your donors ask their employers if they will match a donation to the Movember Foundation.

## ASK AGAIN

The key to getting donations is to ask people at the right moment – send a polite reminder to your network to make a donation.

## INSPIRE WITH A THANK YOU

Recognize the generosity of donors with a thank you card, drawing or social media post.

## HAVIN' FUN, DOIN' GOOD

Show your enthusiasm for Movember and chances are other people will want to be a part of the excitement.



# FUNDRAISING INCENTIVES

Incentives are a powerful and creative way to motivate friends, family and colleagues to donate.

## THE BASICS

Offer friends and family incentives in exchange for donations. For every donation of \$X you can offer:

- A haiku, drawing, embarrassing story, movie review, personalized video, or a photo recreation such as Burt Reynolds on the bear skin rug
- A special social media shout out, thank you, or really nice compliment to everyone that donates
- To do a household chore, run an errand, or perform a donor's choice task
- Unique thank you gifts like a Movember calendar, t-shirt, pint glass, or even a custom baseball card
- To run a mile, do push-ups, burpees, or some other physical activity

## GO BIG FOR A GOAL

Set a big goal and offer friends and family something big when you reach it. If you raise \$X by a certain day you will:

- Shave your current facial hair when donors help you reach your goal before Movember even starts
- Get a perm, rock a mohawk, let your donors choose your moustache style, dye your moustache, throw some glitter in there, or even wax your moustache off (wax at your own risk)
- Keep your moustache an extra day after Movember 30th for every \$X you raised over your goal
- Set a bounty on your moustache for those that aren't fans of it. Set a fundraising goal and promise to shave your moustache if you hit your target
- Create your own music video, spend the day dancing in a banana suit, or do some other donor suggested dare
- Run a marathon, do a mud run, or some other epic activity

## GIVE SPECIAL PRIVILEGES

Give special privileges to people who donate or fundraise. Reward movember donors for every \$X amount donated with:

- At work: casual dress day, a pizza party, admittance to any end of the month celebration you've planned
- From a business: free or discounted admission to a ticketed event or discount on business services
- With your friends: get out of cleaning pass, or a better draft position in your fantasy draft





# MOVE FUNDRAISING 101

There are loads of fun ways for you to incorporate physical activity into your Movember fundraising efforts.

## MOVE

Commit to walking or running 60 miles over the month. That's 60 miles for the 60 men we lose to suicide each hour, every hour – the men who should still be here today.

You can also get creative with your Moves by:

## OFFERING MOVES

Offer to do different exercises for a small donation i.e., donate \$X, and I will run a mile, do 10 pushups/ pull-ups etc.

## EPIC MOVES

Ever thought about running a marathon, triathlon, 5/10k race or other big activity? Use that as a way to encourage people to donate to men's health.

## EXERCISE SPECTACLE

Get sweaty in public. Have an individual or group exercise in a public place or office building with some signage explaining Movember Foundation's men's health causes and collect funds with a donation box.

## CHALLENGE A FRIEND

Battle your friends to be the first to complete your Move target or rack up the most miles. If you're the winner, your friend owes a donation to your Mo Space page.



# MOVEMBER EVENT IDEAS

There's nothing better than getting together with mates. Except getting together with mates to change the face of men's health. Host an event, or as we like to call them, a Mo-ment, this Movember and you can do just that.

## AUCTION (LIVE OR SILENT)

Find items or services to auction off from local community members/businesses. In return, you can create messaging and promotional materials for each prize to thank the sponsor.

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## RAFFLE

Any tickets sold to your event will automatically enter that person's name in the raffle. You can also sell extra raffle tickets before or at the event. It's important to communicate what can be won in the raffle to increase ticket sales.

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## BREW FEST

Select a brewery or choose a venue where people can enjoy food and drinks with a portion of proceeds going to Movember. Work with the venue to offer drink specials.

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## LOCAL MO PARTY

Celebrate the end of the month with an epic gathering at a local venue. Invite your friends, family and Movember supporters. Charge admission, set up food and beverage deals and music. Adding an auction, raffle, or contest can maximise the fun, and encourage donations. Who doesn't love dressing up like their favorite moustachioed celebrity or athlete? Add some spice to your event by making it themed. Need a hand to pull it off? Having a party planning committee makes the work light for everyone.

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## CONTEST

A Movember related contest at your event is a great form of entertainment. Get judges to select members of the audience for several different categories – Best Mo, Lane Mo, Most Supportive Mo Sista, Best Costume. Use audience applause for each contestant to help the judges decide who wins.

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## GROUP DATE AUCTION

This is a fun way for Mo Bros to show off their new moustaches and propose fun dates for people to bid on. Auction consists of multiple rounds. Each date should have a minimum starting donation.

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## KARAOKE NIGHT

Host a karaoke night where the entrance fee is a donation. Up the ante by having people pay to choose a song and nominate others to sing it, or allow people to jump the line by attaching a donation to their song request.

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## PANCAKE SOCIAL

A simple way to get family and friends of all ages together to fundraise during Movember. Sell tickets for all-you-can-eat pancakes, or do something like a chili cook-off, bake off, or potluck.





# SWEAT FOR DONATIONS

## STAIR CLIMB CHALLENGE

Organize an inner-office challenge to see who can take the stairs the most during the month. People can pledge for you to hit a goal, or perhaps get your company to provide financial incentives. Alternatively, see if you can climb to the top of a tall skyscraper and ask for pledges per story.

## EXERCISE CLASS

Work with a fitness studio such as yoga, spin, CrossFit or pilates to host a workout for a donation. Ask the studio to donate class and instructor time.

## ROWLING

If you have access to rowing machines, try Rowling. Rowling is a game where bowling meets rowing. You attempt to row exactly 100 meters in one go (a strike), and for every meter above or below 100 meters, you get 1 point. The person with the lowest score after ten “frames” or rounds wins. This can even be done tournament style.

## DETOX RETOX

At your local bar or brewery, Host a workout (e.g., yoga, running, calisthenics) and when participants finish, they get a beer. Entrance fee is a donation. If the venue is willing to donate beer/space and an instructor can donate their time, it makes a great cheap event.

## MO-LYMPICS

Set up an event where teams can compete in several different events (like arm wrestling, sack race, egg toss, three legged race, long jumps, etc). The team entry fee is a donation to Movember.

## TOURNAMENTS

Simply pick your competition (three-on-three basketball, kickball, dodgeball or anything in between), find a place to play, recruit participants and set up a bracket. Donated venue, raffles, after-parties, and on-site refreshments can help take your tournament to the next level.



# EVENT PLANNING GUIDE

The following will help guide you through the planning process to ensure you have a fun and succesful event – or as we like to call it, Mo-moment.

## 01. PLANNING QUESTIONS

- How much time and resources do you have to commit to Hosting this event?
- What type of fundraising event do you want to have?
- Who do you want to attend?
- Where do you want to do it?
- When do you want to have the event?

## 02. BUILD A COMMITTEE

- Ask friends, family, and Movember teammates to help you plan
- Delegate responsibilities – many hands make light work
- Use connections and resources to minimize costs and maximize donations

## 03. SET A BUDGET

- How much will the event cost?
- How many people do you expect to attend?
- How much do you hope to raise?

## 04. EVENT DETAILS

- Finalize the date, venue and event volunteers
- Define entertainment, special attractions, food and beverages
- Create a run sheet to help things run smoothly

## 05. PROMOTION

- Post about your event on your Mo Space, or register it on [movember.com](http://movember.com), to help spread the word.
- Social media – use social media to spread the word about your event and don't forget to use #Movember
- Local media – depending on event size, use connections with local media to invite the community
- Incentives – encourage early RSVPs or ticket sales by a certain date with incentives
- Promo materials – use posters, banners, swag, and other informational items to highlight what you're fundraising for

## 06. AT THE EVENT

- Arrive early to set up and have a checklist to make sure everything gets done before kickoff
- Greet attendees and keep open communication with staff
- Stick to a timeline and make sure everything is flowing properly
- Take time to enjoy yourself

## 07. POST EVENT

- Be sure to say thank you to donors and supporters. Written cards, emails, public acknowledgment, a banner with sponsor names, and Movember Foundation swag will go a long way.



# IN CLOSING

Thank you for taking the time to read through the Movember Foundation Fundraising and Event Playbook. It's because of Mo's like you that we're able to raise the money we need to fund world-class men's health projects – and help create a world where men live happier, healthier, and longer lives.

Hopefully after reading this you feel like you have all the information you need to take your fundraising efforts to the next level. As your plans start to take shape, just remember that you know yourself, group culture, and potential donors better than we do. Make sure to tailor whatever you do to your strengths and to what you think will work best for the people you'd like to appeal to.

It's also important to remember that you're not alone in this. If you have any questions, ideas, or issues – please don't hesitate to reach out to us at [info.us@Movember.com](mailto:info.us@Movember.com) or on 310-450-3399. We are more than happy to help in any way that we can to make sure your fundraising campaign is as fun and successful as possible.

Best of luck and thanks for all you're doing to help us stop men dying too young.

United we Mo,

**THE MOVEMBER FOUNDATION**

