



  
**MOVEMBER®**

MOVEMBER FUNDRAISING  
AND EVENTS

# THE PLAY BOOK



**It's been another big year for humanity, and the world continues to change. But a lot of things stay the same: men's health is still in crisis. Men are still dying too young. It doesn't have to be like this. Mental health and suicide prevention, prostate cancer and testicular cancer – we're taking them all on.**

We're stoked to have you with us for Movember 2021 – a champion of the mighty Mo, an inspiring innovator, a fired-up change agent. If there was ever a time to unwind, have fun and do good, it's now.

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 on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

Over the years, with the help of our global community – seasoned Mo veterans, first-time Mo growers, passionate Mo Sisters, school kids,

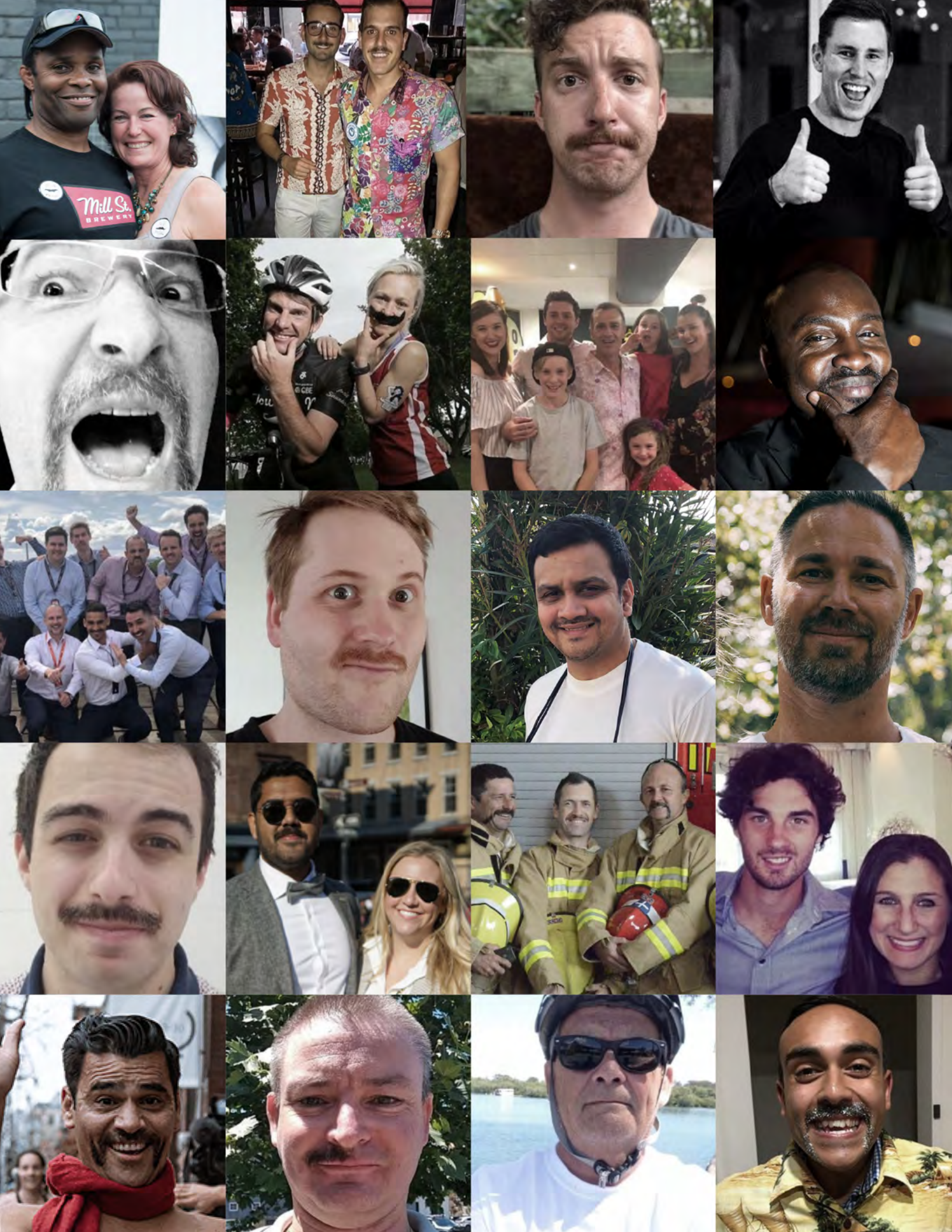
university students, corporate executives – we've built a treasure trove of inspiring, fun and creative event and fundraising ideas. Welcome to the world's most unconventional approach to fundraising.

The Mo Fundraising and Event Playbook 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 will support groundbreaking health projects all over the world, changing and saving lives – and that's something to be proud of.

# LET'S CHANGE THE FACE OF MEN'S HEALTH





Whether you Grow a Mo, Move for Movember, Host a Mo-ment or choose to Mo Your Own Way, make the most of the month with these hot tips.

**01**

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

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**02**

Choose to Grow, Move, Host or Mo Your Own Way (or go big and combine them).

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**03**

Create or join a team.

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**04**

Personalize your Mo Space. Add photos, post regular updates and include a few words on why Movember is important to you.

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**05**

Set a fundraising target and kick things off with a donation to yourself.

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**06**

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

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**07**

Remember, you're changing the face of men's health – enjoy the ride.

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# FUNDRAISING 101

# EASY WINS



## **MAKE THE ASK**

Don't be shy. Share your Mo Space URL and/or QR code far and wide: use social media to let everyone know what you're doing and why.

## **SPARK A MEN'S HEALTH CONVERSATION**

Speak up. However you choose to raise funds, take every opportunity to let people know about the issues facing men's health and why you're fundraising for Movember.

## **SKIP GIFTS**

Forgo birthday, anniversary or milestone event presents and ask for donations instead.

## **KEEP THE PEOPLE INFORMED**

Provide updates throughout the month by sharing progress photos, personal stories and your soaring fundraising total.

## **SIMPLE INCENTIVES**

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

## **GIFT MATCHING**

Ask your work if they have a gift matching program – it's an easy way to double your total. Your donors' employers might match their donation too, so let them know they should ask. [Check here](#) to see if your workplace has gift matching.

## **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 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.

## **MO MANNERS**

Use social media to send a sincere 'thank you' to your donors. Include photos, your fundraising total and a few words about the impact their donations will have on men's health. (We can help you with that last part.) Our top tip: a handwritten thank you goes a long way.

## **BRING YOUR MO HOME**

Thanksgiving is a great time to collect donations. Have a conversation with your friends and family, let them know why you're supporting Movember and ask them to donate. You could even offer to do all the dishes if you hit a



# FUNDRAISING INCENTIVES

Make yourself an irresistible donation magnet. How? Incentives.

## THE BASICS

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

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A haiku, drawing, embarrassing story, movie review, personalized video, or a photo recreation (think Burt Reynolds on the bearskin rug).

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A special social media shout-out, thank you, or a really nice compliment to everyone who donates.

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To do a household chore, run an errand, do a dare or perform a 'donor's choice' task.

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Unique thank you gifts like a Movember t-shirt, pint glass, or even a custom baseball card.

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To run a mile, do push-ups, burpees, or some other physical activity.

## GO BIG FOR A GOAL

**Set a target (a certain amount by a certain date) and offer friends and family something big when you hit it.**

Shave off your current facial hair if donors help you reach your goal before Movember 1st.

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Sell the rights to style your hair or your Mo for the month. For your hair: a perm, a mohawk, a mullet. For your Mo: a Trucker, Regent or a Box Car – dye it or dip in it glitter for a day for a few extra dollars.

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Set a bounty on your moustache for those who don't like it. Set a target and promise to shave off your Mo if you hit it.

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The Donor's Dare: if they want you to recreate a music video or spend the day dancing in a banana suit, so be it – but only if you hit a certain target.

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Run a marathon, a mud run, or some other epic activity.

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For every \$X over your goal, keep your moustache an extra day after Movember 30th.

## SPECIAL PRIVILEGES

**Donors deserve a big thank you – or, in this case, a reward. For every \$X amount donated, consider the incentives below.**

At work: casual dress day, a pizza party, admittance to any end-of-the month celebration you've planned.

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From a business: free or discounted admission to a ticketed event or discount on good and services.

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With your friends: a get-out-of-cleaning pass, or a better position in your fantasy draft.



NATURAL  
BORN  
MOVER

# MOVE FOR MOVEMBER

Movember isn't just about furry upper lips – we also love to get a sweat on while raising funds for men's health.

## MOVE FOR MOVEMBER

Commit to running or walking 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.

Want to go that extra mile? Here's how to make your Move extra memorable.

## OFFER MOVES

Offer up different exercises for a small donation: 'donate \$X, and I'll run a mile/ do 100 push-ups/50 burpees' etc.

## EPIC MOVES

It's time to run that marathon/do that triathlon/climb that peak – whatever the big thing is that's been gathering dust on your to-do list. Here's your chance to check it off while changing the face of men's health.

## MOVE FOR THE MASSES

Gather your friends or colleagues for a virtual group workout. Recruit a local instructor to lead the class, then ready, set, sweat!

## FRIENDLY COMPETITION

Throw down a physical challenge to your friends: who will be first to complete your Move target or who will rack up the most miles? The winner receives a donation to their Mo Space.





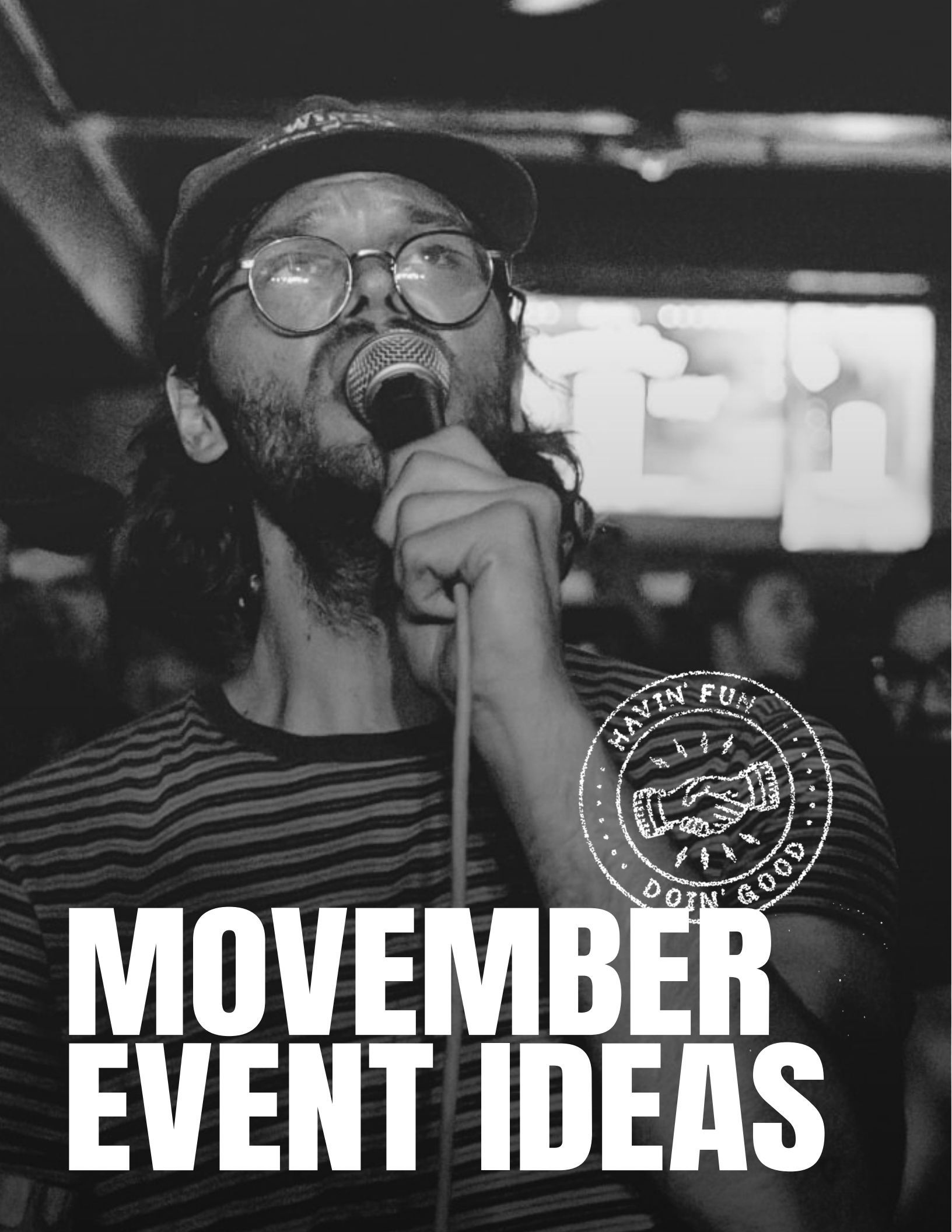
**Whether it's a gruelling test of physical endurance or a not-so-sweaty pledge to kick a bad habit. Whether it's a day, over several weeks or across the year - take whatever Mo Your Own Way means to you and run with it.**

A choose-your-own-adventure challenge epic in scope and scale. The sky's the limit, but here are some ideas to get you thinking:

- Set your sights on breaking a world record.
- Leverage a milestone event to drum up funds (think birthday, graduation, anniversary etc.)
- Wear a banana suit every time you leave the house for the length of Movember.
- Create a wild hybrid of challenges.

Think big and go bigger. Mo Your Own Way means you make the rules.

# MO YOUR OWN WAY



# MOVEMBER EVENT IDEAS

**Rally a crew and do something fun and easy. We call this Hosting a Mo-ment, and it's all about having a good time for a good cause. Most ideas translate easily to a virtual-style event. If you need ideas and inspiration, reach out – we've got plenty.**

As you plan your event, there are a few key things to keep in mind: physical distancing restrictions vary from place to place, so please always adhere to your governing health body's COVID-19 advice.

## GOING ONCE, GOING TWICE, GOING BIG

Get in touch with local businesses to donate auction-worthy items, then Host an event where attendees can bid on the goods. Be sure to share your donors' business names visibly and thank them for their generosity.

## TRIVIA NIGHT

Make sure you've got awesome questions and a great MC. Let the major prize be known early in order to fire up the competition. Award prizes as you go, and throw in double-points bonus rounds to keep things fun and interesting. If you need, we can hook you up with six readymade rounds of quiz questions – just ask.

## KARAOKE NIGHT

Collect donations for entry, then draw up a list of ways attendees can up the ante: donate to assign a song to someone else, donate to jump the list, donate to steal someone's song, donate to rope in a buddy to sing with you.

## PHOTO CONTEST

Set up a moustache-themed photo contest. Ask for a set donation to join in and offer prizes for the winners. Set a theme or challenge and have a panel of judges pick the winning photo.

## GROUP DATE AUCTION

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.

## VIRTUAL BINGO

There are plenty of websites that can help you plan and set up an awesome night of virtual bingo, then ask for a donation to play, recruit a great bingo caller and offer prizes. If you want to change it up, try themed bingo. Music, sports or movies work well.

## 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.







NATURAL  
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# SWEAT FOR DONATIONS

## SOLO STAIR CLIMB CHALLENGE

Whether you're working from home or back in the office, challenge your colleagues to a daily stair climb. You can do it solo or in teams. Attach pledges behind targets for added motivation and ask senior leadership if they'd be willing to offer incentives to really spice things up.

## EXERCISE CLASS

Ask a local fitness studio to donate class and instructor time and Host a workout for a donation. Yoga, spin, HIIT - whatever! This can easily be done virtually if needed, or you can Host your own outdoor workout.

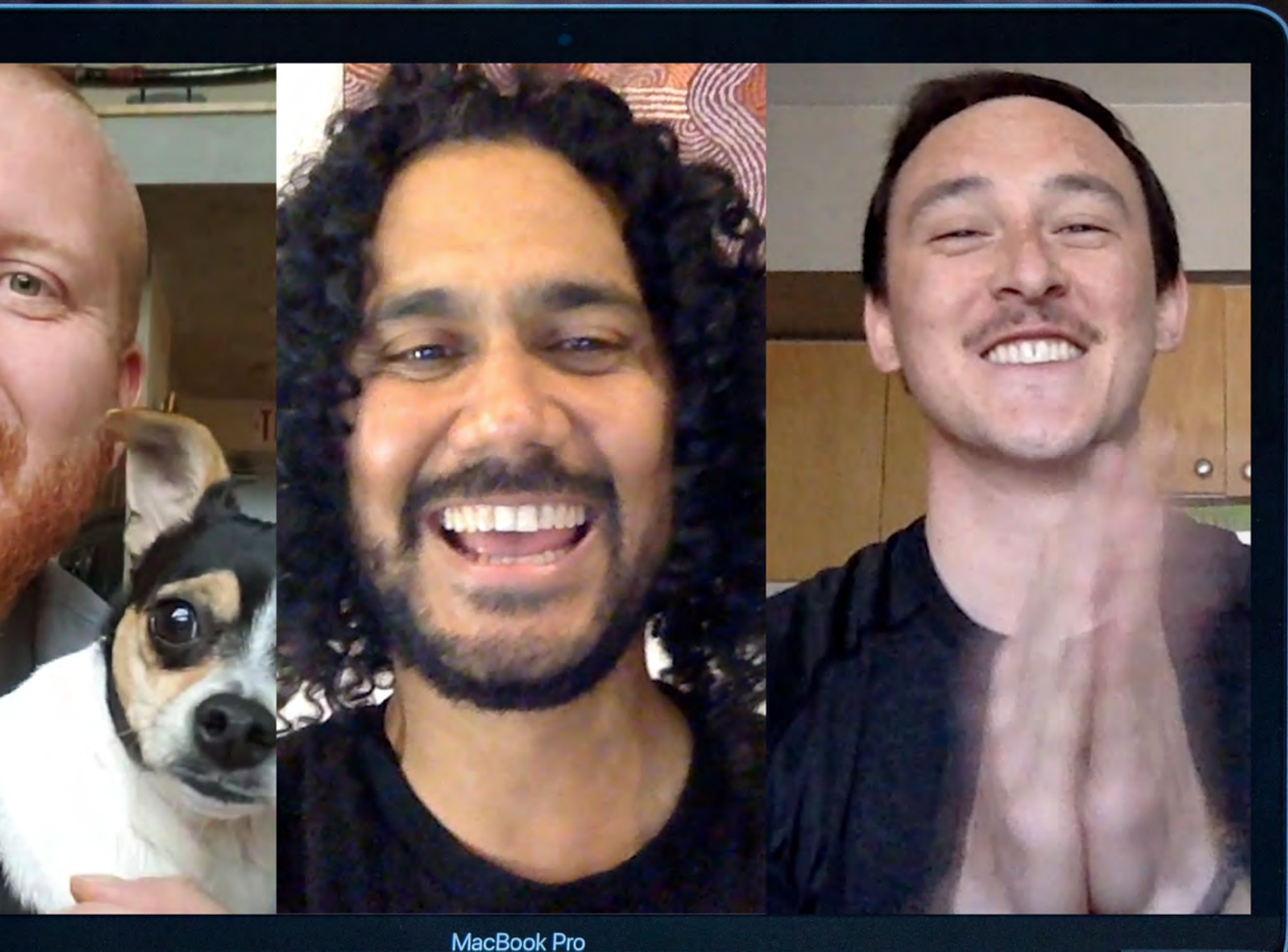
## ROWLING

Got access to rowing machines? Sounds like you're ready for Rowling. Rowling is a little-known blend of bowling and rowing. Players attempt to row exactly 100 meters in one go (a 'strike'); 1 point is accrued for every meter above or below the target. The player with the lowest score after 10 rounds ('frames') wins. Try it tournament style.

## TOURNAMENTS

Your options are endless (although be sure to adhere to physical distancing guidelines). Basketball, kickball, dodgeball, doubles tennis - whatever best suits your group. Find a venue happy to donate their space, then consider upping the ante with a raffle, prizes, an awards ceremony etc. Players donate to participate.





# HOW TO PLAN A VIRTUAL EVENT

Here are a bunch of helpful things to consider when planning a virtual event, as well as all the information you'll need to make it great.

Why virtual events are awesome:

Quick and easy to organize

Cheap to run

Anyone can join from anywhere

## PLANNING QUESTIONS

Do you have everything you need? We've got planning guides, downloadable resources and much more. Let us know how we can help.

What type of event do you want to Host – is it the kind of event your target audience will be interested in?

When will it be?

Which virtual platform will you use (Zoom, Google Meet, FaceTime, HouseParty etc.)?

Who will attend?

## SET A BUDGET

How much will it cost?

How many attendees are expected?

How much money do you hope to raise?

## EVENT DETAILS

Finalize the date and your virtual platform of choice.

If needed, secure prizes well in advance so you can tell people what they're playing for.

Create a run sheet to help the event flow smoothly.

## PROMOTION

Register your event at [moverber.com](https://moverber.com) and share it on your Mo Space to spread the word.

Create an event page using Mo Space so attendees can RSVP and donate seamlessly.

Use Instagram (especially Stories), TikTok, Facebook and Twitter to share your event details with your network. Be sure to include the Moverber hashtag (#Moverber).

Depending on event size, tap connections with local media to share the event with the wider community.

## AT THE EVENT

Give yourself plenty of time to set up and consider doing a practice run with a friend to iron out any technical kinks.

Work to a checklist to make sure you don't forget anything.

Don't stress yourself out – hosting is about having a good time for a good cause.

## AFTER THE EVENT

Your donors and supporters deserve a huge thanks. Whether it's a handwritten card, a heartfelt email, public acknowledgment, a dedicated social post, whatever works for you – let people know that they've helped change and save men's lives.

# HAVIN' FUN DOIN' GOOD



## YOU'VE GOT THIS

**And there you have it - the Mo Fundraising and Event Playbook.**

Hopefully you're now sizzling with ideas, inspiration and energy to make this Movember the best one yet.

We're here whenever you need us. If you have questions, if you have ideas that you'd like chat through, if you've run into a planning snag or need some virtual event inspiration, don't hesitate to get in touch.

Have a ball, and Mo on!

[info.us@movember.com](mailto:info.us@movember.com)

310-450-3399

