



MOVEMBER®

HOW TO HOST A 5K STACHE DASH



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HIT THE GROUND RUNNING

During the wild and hairy month of Movember, there are limitless ways to fundraise. And they're all awesome. But you know which idea never fails to fire people up and deliver a ton of fun? Running. You don't need to be Eliud Kipchoge – heck, you don't even need to be a regular runner. All you need to do is lace up, show up and have a roaring good time with your crew.

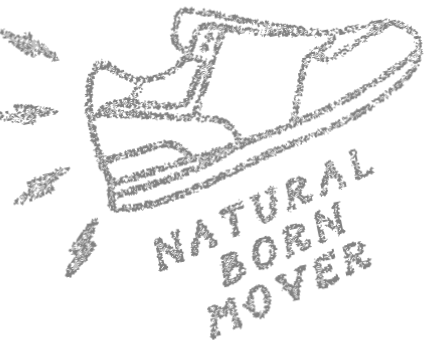
We call it the Movember 5K Stache Dash. Rally your buddies, map a 5km route (a loop works best), and get a collective sweat on in the name of men's health. Here's how.

GET STARTED

Sign up at movember.com, then choose to Host.

From your personal fundraising page (aka your Mo Space), choose 'Create Event' under 'Host'. This will allow you to invite a whole bunch of people and communicate the event info all in one place. You can track RSVPs, send event updates, and utilize your event's unique QR code to drum up donations.

HOT TIP: PRINT YOUR QR CODE AND STICK IT UP AT THE START AND FINISH LINES SO SPECTATORS CAN DONATE ON THE SPOT.



KEYS TO A SUCCESSFUL 5K STACHE DASH

LOCATION AND ROUTE

Choose your location and route. Keep it simple and local. A private location such as a school, park, or large outdoor space is usually best – somewhere that doesn't require a permit or keeps permit-like admin to a minimum. If that's not possible, do your permit research to ensure you're across your city's rules when it comes to road closures, safety protocols, use of security/police services, etc.

FIRST AID

Safety first, always. All physical endurance events need first aid trained people on hand. Reach out to your network or local medical providers and ask if they'd be willing to donate their time and services to your charity event. It's essential that you have medical support available for runners to ensure their safety.

VOLUNTEERS

Many Mo's make light work. Organize your support staff early by putting the call out to school or college students, teachers, girl scouts, boy scouts, 4H groups, coaches, church groups, parents etc. Let them know it's a great opportunity to clock up service hours while having a whole lot of fun. You'll need volunteers for things like:

- Water stations (one station at the start, one at the finish, and one per kilometer)
- Check-in/registration
- Cheer squads along the route
- Set-up and clean-up
- Finish line
- Directions/parking lot/ushers – people to help guide participants or answer their questions.

FUNDRAISING

Once you've locked in the logistics, it's time to think about fundraising. Choose one of the following as your main fundraising mechanic:

- Sell tickets to the event

- Participants pay a registration fee
- Participants run for free but pledge to raise a minimum amount.

HOT TIP: THINK ABOUT WHAT WORKS BEST FOR YOUR PARTICULAR SETTING, YOUR COMMUNITY, OR WHAT'S WORKED WELL IN THE PAST FOR SIMILAR EVENTS.

SPONSORSHIP

Reach out to local businesses for sponsorship. This can help offset some of your expenses, which means more funds directed to changing and saving men's lives.

Offer sponsorship tiers with varying benefits, such as logos on signs, tables at the event, or product promotion and placement on social media, as well as giveaways. The key is to ask the question – you'll be surprised by how willing people are to support a great cause.

POST-RACE REVELRIES

What's a great fun-run without a post-race party? Have food and drinks ready for runners as they cross the finish line.

Follow the event with a raffle, giveaways for great performances, or an awards ceremony to recognize your winners. (FYI, raffles will require you to check your state's guidelines on local raffle regulations).

Above all else, be sure to thank your participants, volunteers and supporters. Share how much you've raised together and shine a light on where the money goes and who it's helping. There's plenty of information available at impact.movember.com; or, if your setting allows, show one of our incredibly powerful videos, like movember.com/seeourimpact (heads up, there won't be dry eye in the house).

THAT'S A WRAP

Simplicity is key. Tick off each of the steps above, follow a low-key structure, and most importantly, have fun. We're here to help in any way we can, so please reach out if you need a hand with planning or fundraising tips info@movember.com.

United we mo.