



MOVEMBER®

IN THE WORKPLACE

Movember is the leading charity dedicated to changing the face of men's health around the world.

Our fathers, partners, brothers, and friends are facing a health crisis that isn't being talked about. We want men to take action to live happier, healthier, longer lives.



WORKPLACE TOOLKIT

This is a practical guide to the hairy world of Movember and how to bring it to your workplace.

Regardless of your company size, or whether your employees are working remotely or in the office, Movember is a unique way to build comradery, connect staff, and learn about important men's health issues, all while raising awareness and much-needed funds for men's health.

In this toolkit, you will find:

1. **Planning your campaign:** Best practices to plan your campaign and learn how to rally your team.
2. **Email Templates:** Everything you need from recruiting employees to setting achievable goals.
3. **Marketing Materials & Resource Library:** A collection of resources and materials to support building awareness and raising funds for the Movember cause.

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PLANNING YOUR CAMPAIGN

Welcome aboard the Mo train! As the **Movember Workplace Champion** for your organization, you are joining a movement of 6 million+ Mo Bros and Mo Sisters on a mission to help change the face of men's health.

There are 3 key things to remember when leading Movember:

1. **Have fun** while building connections and strengthening camaraderie with friends, colleagues, and your team.
2. **Spark conversations** around the most important issues facing men's health globally, and prompt action that helps men live happier, healthier, and longer lives.
3. **Raise funds** that will support innovative projects across mental health & suicide prevention, prostate cancer, and testicular cancer.

Next steps to drive workplace fundraising:

- **Assemble a Movember committee:** Establish a committee to help you strategize and execute an unforgettable and impactful Movember campaign.
- **Map out your Movember campaign:** Determine your team recruitment plan, book a kick-off event and/or wrap-up party, send out save the dates for fundraising and awareness events, and establish a communication plan.
- **Goal-Setting:** Whether it is fundraising, participation, or awareness, set realistic and attainable goals to ensure your team has something to work towards.

MOVEMBER CHAMPIONS ARE:

Change Agents.

Chief Motivators.

Confident Recruiters.

Courageous Leaders.

GETTING STARTED

This hairy campaign is one like no other. Inspiring others to participate in the workplace begins with understanding the issues affecting men's health and how getting involved will make an everlasting impact.

For starters [REGISTER](#) to set up your individual Mo Space page. Our team is here to help you create your company team and set up a network challenge. If this isn't your first rodeo, we can also pull historical giving info and provide you with a list of previous team members. Just ask us!

There are 4 ways to participate:

1. **Grow** – Cultivate an amazing moustache in true Movember fashion and remember even bad moustaches start great conversations.
2. **Move** – Run or walk 60 miles over the month, for the 60 men across the world who take their own lives every hour.
3. **Host** – Rally a crew and do something fun. From a backyard BBQ to a virtual gathering, organizing a simple event will certainly bring some fun to month.
4. **Mo Your Own Way** – For those who want to fundraise in a fun and unique way. You can ride your bike, commit to daily meditation, give up a guilty pleasure, complete a crazy dare. It's up to you!

**HOWEVER YOU MO,
YOU'LL SAVE A BRO**

RALLY THE TROOPS & MAXIMIZE YOUR EFFORTS

Tell your story – Be open, vulnerable, and honest. Let people know why you're involved.

Be strategic – Invite senior leadership, HR, CSR, and employee resources groups to join the planning committee.

Remind them of the why – Men are dying 6 years younger than women.

Don't be afraid to speak up – Whether at a team meeting, a company town hall, or socializing with your coworkers, start the conversation.

Impact – Let them know that the dollars raised are invested in innovative initiatives, research, and treatment.

Use social media and the company intranet – A simple call to action on Facebook, Twitter, Instagram, and LinkedIn are great tools to reach a broader audience.

Facebook Fundraiser – Create a Facebook fundraiser and watch funds automatically accrue to your Mo Space page.

Gift Matching – Amplify your fundraising efforts by using our [Company Gift Matching Database](#) to see if your organization supports gift matching.

Recruit recruiters – Every time you recruit a new teammate, have them recruit another.

Positive reinforcement – Incentivize colleagues with recognition, special opportunities, prizes, and rewards for signing up and helping crush the team's fundraising goal.

QUESTIONS?

310-450-3399

mbc.us@movember.com

E-MAIL TEMPLATES

EMAIL #1: INTRODUCTORY SIGN-UP

Subject: Movember is on the horizon

[GREETING],

This fall, [COMPANY] will be participating in “Movember” to raise awareness for the key issues of mental health & suicide prevention, prostate cancer, and testicular cancer. By growing moustaches, hosting events, or setting personal fitness goals, we will be joining millions of people around the world who are helping men live happier, healthier, and longer lives. To join us, go to the link below, click “Join This Team,” and create your own personalized fundraising page.

[LINK]

Once you have uploaded a profile picture, choose how you are going to participate, and set a fundraising target, it's time to begin raising awareness for men's health. [ENTER ANY OPPORTUNITIES FOR INCENTIVES OR PRIZES HERE – E.G. FOR TOP FUNDRAISER, BEST MOUSTACHE, ETC.]

If you'd like to learn key information or statistics about men's health, get ideas for fundraising, or read more about Movember, you can visit Movember.com or reach out to [MOVEMBER LEAD AT COMPANY]. Thank you for your outstanding support in helping us change the face of men's health!

[CLOSING],

[NAME]

E-MAIL TEMPLATES CONT.

EMAIL #2: MID-MOVEMBER

Subject: Things are getting hairy

[GREETING],

We are officially halfway through Movember and well on our way to changing the face of men's health. But with [X] days left; we still have plenty of work to do. So far, the [COMPANY] Mo's have raised \$[AMT RAISED] towards our goal of \$[GOAL]. [IF PARTICIPATING IN THE "MOVE" CHALLENGE, ALSO INCLUDE PROGRESS HERE] If we keep those moustaches growing, feet moving, and fundraising rolling, we will hit our goal in no time!

[ANY INTERNAL COMPETITIONS, INCENTIVES, OR SPECIAL ANNOUNCEMENTS CAN BE INCLUDED HERE]

As always, if you have any questions or would like more information, you can contact [MOVEMBER LEAD] directly or visit Movember.com. Together we will stop men dying too young!

[CLOSING],

[NAME]

E-MAIL TEMPLATES CONT.

EMAIL #3: FINAL PUSH

Subject: Movember is over (but the fight for men's health doesn't end here)

[GREETING],

On behalf of [COMPANY] and Movember, we want to thank you for your incredible support of men's health throughout this past month. Together, the [COMPANY] community raised \$[AMOUNT] to help fund game-changing programs in the key areas of mental health & suicide prevention, prostate cancer, and testicular cancer. [IF YOU HIT YOUR GOAL, CAME UP A BIT SHORT, ALSO HAD A SUCCESSFUL MOVE CAMPAIGN, ETC., YOU CAN ACKNOWLEDGE THAT HERE]

[ANY INFORMATION ABOUT PRIZE WINNERS, TOP FUNDRAISERS, FARTHEST MOVERS, BEST MOUSTACHES, COMPANY NEWS, ETC. IS BEST PLACED HERE]

Although Movember is over, the importance of spreading awareness for men's health carries on. So please don't forget to remind all the men in your life to take care of their overall health and well-being. Thanks again for taking part in Movember [YEAR] and helping us truly change the face of men's health.

[CLOSING],

[NAME]

E-MAIL TEMPLATES (THINGS TO NOTE)

Keep in mind the emails above are merely templates. Please edit the messaging as you see fit to best suit the needs, goals, and strategy of your organization. To include more information, language, and messaging, feel free to pull from Pages 9-11.

EMAIL #1: INTRODUCTORY SIGN-UP

- If your organization has several Movember teams, make sure to include all of the links with the names or descriptions so employees know which team to join. Change the language to “go to your respective link below.”
- If this is not your first year participating in Movember, consider including last year’s results. If you need help finding this information, please reach out to your Movember representative.
 - (EXAMPLE: “Last year, more than 45 employees raised over \$15,000 for men’s health.”)
- If you have a donation matching program, consider mentioning that as well.

EMAIL #2: MID-MOVEMBER

- This template can also be used for a final push towards the end of Movember. Just alter some of the language to communicate urgency and emphasize any company incentives.
- If your company has a gift matching program, be sure to include the steps and link to submit their match. Remind employees that this the best way to maximize donations, reach the team’s fundraising goal, and make it on to the Movember Business Club leaderboard.

EMAIL #3: FINAL PUSH

- In the event that your organization has already exceeded its goals, congratulations! You can either adjust your goal or encourage your employees to continue crushing it.
 - (EXAMPLE: “... exceeding our goal of \$15,000! If we keep those moustaches growing, feet moving, and fundraising rolling, we will reach unprecedented Movember success!”)

KEY MESSAGING & INFORMATION

About Movember:

- Movember is the world's leading charity changing the face of men's health.
- Movember focuses on the three key areas of mental health & suicide prevention, prostate cancer, and testicular cancer.
- Movember has funded over 1,250 men's health projects in more than 20 countries around the world.
- Since 2003, Movember has raised over \$1 billion for men's health initiatives.

Movember 101:

- Movember fundraisers are referred to as Mo Bros, Mo Sisters, and Mo supporters.
- Mo's create a profile known as a "Mo Space Page" where they can upload photos, set a fundraising target, post their motivation, and make/receive donations.
- All donations made through Movember.com support game-changing programs in the key areas of mental health & suicide prevention, prostate cancer, and testicular cancer.

Movember Tag Lines:

- Changing the Face of Men's Health
- Stop Men Dying Too Young
- Having Fun, Doing Good
- Grow a Mo, Save a Bro

Movember Sign-Offs:

- United We Mo,
- Mo On,
- Mo Hard & Mo Often,
- Keep On Mo-ing,
- Power to The Mo,

STATISTICS, GOALS & INITIATIVES

Mental Health & Suicide Prevention

- Globally, a man dies by suicide every minute.
- In the U.S., 4 out of 5 suicides are by men.
- There's no single reason why men take their own lives, but we do know that by improving overall mental health we can reduce the risk of suicide.
- By 2030, Movember aims to reduce the rate of male suicides by 25%.

Key Programs:

- [Making Connections](#)
- [Movember Conversations](#)

Prostate Cancer

- In the U.S., 1 in 8 men will be diagnosed with prostate cancer in their lifetime.
- Prostate cancer is the second most commonly diagnosed cancer among men (after skin cancer).
- Screening for prostate cancer should begin around age 50 (earlier if you have family history or are of African descent).
- By 2030, Movember aims to halve the number of men dying from prostate cancer.

Key Programs:

- [True North](#)
- [Global Action Plan](#)

Testicular Cancer

- In the U.S., testicular cancer is the most commonly diagnosed cancer in young men.
- The 95% chance of survival is no comfort to the 1 man in 20 who won't make it.
- Men should check their testicles for pain, lumps, or swelling monthly while in the shower.
- By 2030, Movember aims to halve the number of men dying from testicular cancer.

Key Programs:

- [Nuts & Bolts](#)
- ['Check Your Pair'](#)

DIGITAL CONTENT & RESOURCES

[Movember Digital Resources](#) | [About Movember](#) | [History of Movember](#)
[Movember Funded Projects](#) | [Movember Financials](#)

Digital Content:

- Workplace Team Captain Fundraising 101
- Movember 101 – Lunch & Learn
- Manmetrics Health Talk (available to Movember Business Club partners)

Movember Videos:

General

- [Movember: Changing the Face of Men's Health](#)
- [Stop Men Dying Too Young](#)
- [Whatever You Grow Will Save A Bro](#)

Mental Health & Suicide Prevention

- Mental Health Initiatives: [Our Work in Mental Health](#)
- Suicide Notes: [Be a man of more words. Talking saves lives.](#)
- Making Connections: [Mobilizing young men in the Kalihi Valley community](#)
- Making Connections: [Legends of Lawndale](#)

Prostate Cancer

- [Movember & PCF funded advanced prostate cancer research](#)
- [True North: Changing the future for men with prostate cancer](#)

Testicular Cancer

- [Know Thy Nuts](#)
- [Olympic swimmer Nathan Adrian on his testicular cancer diagnosis](#)

**For more video content,
visit the [Movember YouTube Channel](#)**