



MOVEMBER®

MOVEMBER FUNDRAISING EVENT KIT

YOUR READY-TO-GO GUIDE TO RALLY YOUR MOVEMBER TEAM.



FOUR EVENT IDEAS TO

HAVE FUN, DOIN' GOOD

LET'S FACE IT

Movember doesn't just happen on its own. It takes people like you uniting in their team to fundraise, champion men's health, strike up conversations, and above all, have a good old time.

EVENTS ARE MORE THAN FUN

Events can build excitement, recruit teammates, fundraise, raise awareness and create a remarkable experience for all.

EASY AS READY, SET, MO

The Movember team has seen our fair share of inspiring ways to fundraise and host events. We've picked four easy and proven events and broken them out with

A definitive step-by-step blueprint on how to host each event

Tested tools and templates that save time

Take five minutes to read this guide then let your own moustache-fueled creativity take the wheel. Whatever you choose, make sure it's fun, safe, and done in the true spirit of Movember.

IDEA #1

BEFORE YOU GROW

Consider kicking things off by hosting a shave down. A seemingly simple moment easily turned into a fundraising event.



01

SET A TIME, DATE AND LOCATION

Kick off your Movember on the first of the month! You can rally a Zoom crew with friends or colleagues or host an in-person Shave Down shindig.

02

FIND YOUR BARBERS

Friends, Teammates, your local barber shop. Whoever it is, make sure you arm them with the supplies (razors, shaving gel...)

03

SPREAD THE WORD

Build hype, save the date and get excited for the month ahead. Movember can help with this, we have templates you need. Create a poster. Email invites, yammer posts and social media notices.

04

GET THE SHAVE DOWN PARTY STARTED

Be sure to shoot some video, snap plenty of pictures, and share your Shave Down on social media.

PRO TIP: Request donations as shave down entry fees. Also, collect donations from anyone who'd like to step up and take control of the razor.



SET UP YOUR SHAVE DOWN EVENT

01

Download each document
on the right

02

Customize each to suit
your style

03

Use them to host an
epic shave down

SHAVE DOWN POSTER

[DOWNLOAD](#)

EMAIL INVITE

EMAIL TEMPLATE

[DOWNLOAD](#)

MOUSTACHE STYLE GUIDE

[DOWNLOAD](#)

Movember isn't just about furry upper lips – we also love to get a sweat on while raising funds for men's health. Set a team goal to walk, ride or run somewhere.

As a team, you could make your way from one company office to another. Or cover a distance equivalent to walking across the country. Or even the North Pole. How far will you go for men's health?

IDEA #2

SWEAT FOR DONATION



01

SET A BIG TEAM GOAL

For example, let's say you want to walk to the North Pole. It's 5,000km but in a team of 50 it's a goal of 100km per team member.

02

MAKE IT EASY TO JOIN

Don't get overwhelmed; when it comes to counting steps, you don't need anything fancy. Anyone who is signed up on Mo.com can manually update or sync their smartphone or fitness app to their Mo Space.

03

KEEP UP THE MO-MENTUM

Engage your team with regular updates throughout the Month. Have you reached Toronto? How many more KM to go? Who was the biggest Mover of the week?

PRO TIP: You can see your teams combined total KM moved on your team page.



**STEP TO
IT NOW**

01

Download each document
on the right

02

Customize each to suit
your style

03

Use them to organise a team
move challenge

MOVE CHALLENGE INVITE

[DOWNLOAD](#)

HOW TO CONNECT

FITNESS APP

[DOWNLOAD](#)

IDEA #3

MOVEMBER HOT WINGS CHALLENGE

It's time to heat up your taste buds and support a great cause with a hot wings challenge for Movember. Bring your A-game and see who can handle the heat as you chow down on progressively spicier wings.

It's a daring, delicious, and downright hilarious way to raise awareness for men's health!

01

GET FIRED UP

Ignite the excitement by choosing a convenient time and location, promoting the hot wings challenge fundraiser for Movember through email, social media, and word of mouth. Add to the buzz with a catchy poster and executive-sponsored invitations

03

MAKE IT A TEAM FUNDRAISER

Rally the courageous participants by encouraging them to make a donation to join, and don't forget to ask the spectators for their support too. Share the link to your team's Mo Space, where the spicy action meets the worthy cause of Movember

02

PLAN THE MENU

Spice up the menu with a saucy selection that'll make taste buds tingle, ranging from mild to "face-melting" hot

04

FUEL THE FUN!

Let the fiery challenge ignite! Sit back, relax, and enjoy the show as your brave colleagues take on the sizzling heat. And remember, once the smoke clears, don't forget to show your gratitude to all the participants and generous donors for making this spicy adventure a blazing success!

UNLEASH THE HEAT



01

Download each document
on the right

02

Customize each to suit
your style

03

Use them to host a
Movember Hot Wings
Challenge

EVENT CHECKLIST

[DOWNLOAD](#)

HOT WING CHALLENGE EMAIL INVTE

[DOWNLOAD](#)

HOT WING CHALLENGE POSTER

[DOWNLOAD](#)



MO AWARDS

Congratulations, you made it! Now it's time to celebrate your hairy journey in style. Throw an end-of-the-month awards ceremony to toast the top fundraiser and Mover. And don't forget the best - and worst - Mo's. Whether online or in person, here's how you can do it:

IDEA #4

MO AWARDS

01

SET A TIME, DATE AND LOCATION

Find a central location and time that is convenient for most teammates. Make it a lunchtime gathering or happy hour event. Consider joining a pre-existing meeting that already has a captive audience, like a town hall or weekly department meeting.

02

BUILD HYPE

There are endless ways to create hype for Mo Awards: Create a poster, offer an incentive (announcing award winners, free lunch etc.), ask an executive sponsor to send invitations.

03

SELECT YOUR WINNERS

Select your award categories. Then, nominate people for each category to decide the winners. Either choose yourself or get everyone in the office involved and vote. Have fun and get creative!

04

CELEBRATE!

Have a heck of a lot of fun. Celebrate your incredible Movember campaign.

PRO TIP: Ask a member of your executive team to thank participants, volunteers and employees for participating, donating, and increasing their understanding of local social issues.



**MARK THE
END OF THE
SEASON**

01

Download each document
on the right

02

Customize each with your
selected Mo awards category

03

build hype and celebrate
your Mo award

MO AWARDS

TEMPLATES

[DOWNLOAD](#)

MO AWARDS

POSTER

[DOWNLOAD](#)

EMAIL INVITE

[DOWNLOAD](#)