



## ORGANIZING A FUNDRAISING CAMPAIGN CAN BE DAUNTING, SO WE'RE HERE TO HELP WITH A FEW TIPS TO GET YOU STARTED.

### **FUNDRAISING 101**

#### **DONATE TO YOURSELF**

By making the first donation, you're showing that the skin on your upper lip isn't the only skin you have in the game.

Here's a tip – when you've donated to your own fundraising efforts, ask people to match that amount.

#### **MAKE THE ASK**

It's important to send at least one email out to friends and family asking for donations – we've got pre-written suggestions on your Mo Space page to get you started.

#### **SET A FUNDRAISING TARGET**

A target gives you and your team something to strive for. Plus, everyone likes helping someone reach a goal!

To stay motivated, make weekly updates that document your moustache growth, daily MOVes and fundraising efforts.

#### **GET COMPETITIVE**

Create a friendly competition in your team, or with other teams. While anyone can claim their moustaches were better than yours, you can objectively point to the fundraising scoreboard to set the record straight. Maybe put a little dinner or a trophy on the line too.

#### **SAY THANK YOU**

We can't say it enough: a little gratitude goes a long way. Take the time to write a thank you note for every donation you receive.

### **MOVEMBER FOUNDATION**

The Movember Foundation is the leading global organization committed to changing the face of men's health. Millions have joined the men's health movement, raising \$650 million and funding over 1,000 projects focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity.

JOIN THE MEN'S HEALTH MOVEMENT AT  
**MOVEMBER.COM**