



CAPTAIN'S TOOLKIT

STOP MEN DYING TOO YOUNG





WELCOME, MOVEMBER TEAM CAPTAINS

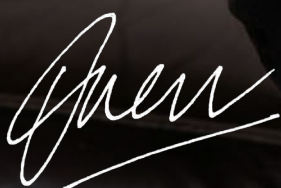
You've clearly got good taste – by joining the worldwide movement that is Movember, you've demonstrated that you're a champion of the moustache and an innovator, ready to shake things up and stop men dying too young.

Your mission is to rally a team around you, and together raise funds for our innovative men's health projects – spreading knowledge of the cause far and wide.

From all of us at MoHQ, our sincere thanks for all your support and efforts.

This guide has everything you need to get started, but don't hesitate to get in touch if you have any questions or need a helping hand.

Now go forth, and Mo on.



Owen Sharp, Chief Executive Officer
The Movember Foundation



YOUR ROLE AS A TEAM CAPTAIN

Here's what it's all about.

Team Captains are legendary Movember Foundation supporters who lead by example and motivate others to jump onboard and stop men dying too young.

Whether you're a Mo Bro or Mo Sista, it's your task to recruit and build a team on movember.com – uniting those around you by raising funds and awareness to help change the face of men's health.

SO, WHY DO IT?

Put simply, you'll be glad you did.

Get involved to:

- Raise funds and awareness for prostate cancer, testicular cancer, mental health and suicide prevention
- Be a leader and strengthen camaraderie with friends at your workplace, school or sports team
- Become a moustache legend like Tom Selleck, Ron Burgundy or Albert Einstein

WHO'S AN IDEAL TEAM CAPTAIN?

There are only two requirements to become a Movember Team Captain.

- A passion for moustaches (no beards, no goatees, just moustaches)
- A passion for men's health

Do you have what it takes?

ABOUT: THE MOVEMBER FOUNDATION

Our fathers, partners, brothers and friends are facing a health crisis that isn't being talked about. Men are dying too young. Long before their time. As the charity changing the face of men's health, we're taking action.

We need to stop men dying too young.

HISTORY

Movember started in Melbourne, Australia in 2003 – when, over a couple of beers, two guys decided they wanted to bring back the moustache. That year, 30 participants grew moustaches but no money was raised. In 2004, amazed by the conversations sparked, four of the 30 original members came together to make their Mo-growing an annual, official charitable endeavor.

Since then, we've created a men's health movement of over **5 million supporters** around the world. Through the moustaches grown and the conversations started, we've funded **1,200+ (and counting) men's health projects** across 20+ countries.

The foundation is one of the largest non-government investors in research, and in quality of life initiatives for men that impact the global population. In 2018, NGO Advisor ranked the Movember Foundation 45th out of the top 500 NGOs worldwide.

Now that's something.

OUR GOALS

As a global charity, we're uniquely positioned to foster innovation and collaboration between researchers across the globe – delivering better health outcomes for men near and far.

By 2030, we aim to:

- Reduce the number of men dying prematurely by 25%
- Reduce the rate of male suicides by 25%
- Halve the number of deaths from prostate cancer and testicular cancer
- Halve the number of men experiencing serious mental and physical side effects from treatment of prostate cancer or testicular cancer

But to get there, we need your help.



THE CALENDAR

While Movember is your time to shine, a little planning can go a long way in making you a legendary Movember Team Captain.

Here are some key dates and pointers to help you create noise for men's health.

SEPTEMBER

- ☐ 4th – Registrations open
- ☐ 10th – World Suicide Prevention Day



- ☐ Spread the word and build your team – the more the merrier
- ☐ Encourage your CEO or senior managers to register and get involved

OCTOBER

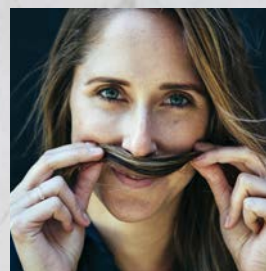
- ☐ Continue encouraging friends and colleagues to register and join your team
- ☐ Personalise your Mo Space and team page at movember.com
- ☐ Start organising Mo-ments (Movember style gatherings) that you'll Host during Movember (call or email MoHQ for ideas)
- ☐ Big plans? Recruit 2-3 Mo's to help recruit teammates and coordinate events
- ☐ Share your Mo Space and team page URL through email and social media
- ☐ Choose a moustache style or auction off your styling rights to kick off your fundraising efforts – not Growing? Make sure you're prepped to Move or Host instead



- ☐ Post on social and put up Movember posters around your workplace
- ☐ Kick off with a launch event at the end of the month

NOVEMBER

- ☐ Start the 1st of Movember clean-shaven – to kick off fundraising, why not Host a Shave Down?
- ☐ Email your work, social and business contacts letting them know you're getting involved, and how they can donate
- ☐ Host a men's health lunch and learn with a local Movember representative or external health expert
- ☐ Rally around the Mo Sistas that are getting involved



- ☐ Host a happy hour or bake-off to get people salivating and supporting your efforts
- ☐ Send out weekly updates that highlight your team's fundraising efforts and moustache Growth – or lack thereof
- ☐ Organise an end of Movember shave-off celebration

DECEMBER

- ☐ Finalise how you'll collect funds – and remind your supporters about gift matching
- ☐ Send out a final 'thank you' email to everyone who has supported your efforts – and include a picture of your Mo or group shot of the team



HINTS AND TIPS

KEEP IT SIMPLE

Movember is supposed to be fun. But don't be afraid to keep it simple. The most important part is to Grow a Mo, Move throughout the month, or Host a Mo-ment by gathering mates. It's that easy.

DON'T MO ALONE

Gather your friends, family and colleagues together, build a team on movember.com and unite to change the face of men's health.

MOVE

Move this Movember by running or walking 60 kms over the month. That's 60 kms for the 60 men we lose to suicide each hour, every hour.

MO AT WORK

Get your biz to back the Mo by sharing the health message on internal communications and checking out whether they'll match your fundraising efforts.

CALL ON MO SISTAS

Fun fact: Mo Sistas often Captain some of the biggest teams. Not to mention, they're an important part in empowering men to take action for their health.

CELEBRATE

End the month in style by raising a toast to the best and worst moustache (which we fondly call the *Lame Mo*). Reward the top fundraiser in your team and celebrate your hairy journey.

FUNDRAISING INSPO

The best way to raise funds is to build a strong team, inspire them to get involved, and have fun while you're at it.

Whether you Mo at work, school, in a sports team or just with your closest friends, these tips are a surefire way to make a start:

- Set a fundraising target with your team, and make a plan to crush it
- Personalise your Mo Space with pictures, videos and updates
- Send an eye-catching email to family and friends with your team's Mo Space URL
- Give prizes and encouragement for the Best Mo of the Week – each week
- Add a Movember URL to your email signature
- Sacrifice your existing facial hair for donations
- Leave a donation box in your break room
- Dress up to suit your Mo
- Host a Movember Kick-off Party at your office, with a coffee or BBQ
- Auction off the Mo you'll Grow
- Host an office Shave Down on November 1
- Ask for donations through your Facebook, Instagram or Twitter accounts
- Get senior members of your organisation on board

Get creative and have fun. Remember, the sky's the limit and the Mo is King.



YOUR TOOLKIT

As a Team Captain, you'll get a digital toolkit to launch your Movember efforts.

This includes:

TEMPLATED CAPTAIN EMAILS

FUNDRAISING IDEAS

VIDEOS

To get yours, visit:
movember.com/Captaintoolkit



A FINAL WORD

One last thing before you Mo.

As a Movember Team Captain, you and your team have the power to stop men dying too young.

Be bold, put yourself out there, and be prepared to do something different.

From everyone at MoHQ, thanks for helping us change the face of men's health.

See you in Movember.