



# CAPTAIN'S TOOLKIT

**SIGN UP ON [MOVEMBER.COM](https://www.movember.com) TO RAISE  
FUNDS FOR MEN'S HEALTH**



# OUR VISION: TO HAVE AN EVERLASTING IMPACT ON THE FACE OF MEN'S HEALTH

The Movember Foundation is a global charity helping men live happier, healthier and longer lives.

We focus on three urgent  
men's health issues

Prostate  
cancer

Gender is one of the most consistent predictors of health and life expectancy. For men, this is not good news: worldwide, men die an average 6 years earlier than women.

We're committed to tackling the big issues affecting men's health, encouraging men to stay healthy, and working toward a world where men are more open to discussing 'the big stuff' in their lives.

Testicular  
cancer

## WE'RE DOING WHAT OTHER CHARITIES CAN'T

By 2030, we'll halve the life expectancy gap between men and women, and reduce the number of men dying prematurely by 25%. That's a bold challenge, but we have what it takes to get the job done.

Staying true to our entrepreneurial history and shake-things-up attitude, we go where men need us most, fund both local and global initiatives, get the best minds together to tackle big issues, and share the results to accelerate new ideas into practice.

Suicide  
prevention

**"Our disruptive funding approach identifies revolutionary ways to accelerate health outcomes by creating strong, global collaborative teams."**

- Dr. Colleen Nelson  
Global Scientific Chair

**We've come a long way, but we've still got a long way to go. With your support we can do more.**

11

On average, 11 Canadian men will die from prostate cancer every day.

15-29

Testicular cancer is the second most common cancer in this age group.

8

On average, eight men each day take their life through suicide in Canada.

# THE HAIRY FACTS

## MEN'S HEALTH

**-4**

On average, Canadian men die around four years younger than women.

**75%**

75% of all suicides are by men.

## SUICIDE PREVENTION

**15-44**  
YEARS

Suicide is the second leading cause of death for men aged 15-44 years. Surpassed only by accidents (unintentional injuries).

**8 MEN**  
EACH DAY

On average, eight men each day take their own life in Canada.

## PROSTATE CANCER

**#1**

Prostate cancer is the most commonly diagnosed cancer in Canadian men.

**MORE THAN**  
**4,000**

More than 4,000 men with prostate cancer will die in Canada in 2017.

## TESTICULAR CANCER

**15-29**  
YEARS

Testicular cancer is the second most common cancer in this age group.

**\$22M**

The Movember Foundation is the global leader in testicular cancer research funding.



## HOW TO: GET INVOLVED

However you do it, Movember is all about making waves and raising funds for men's health.

### **GROW A MOUSTACHE**

It all began with a moustache. For the 30 days of Movember, Mo Bros take action by growing their moustache to become walking, talking billboards for men's health. Mo Sistas sign up and commit to supporting the men in their lives, spreading the word about Movember.

### **MAKE YOUR MOVES MATTER**

Anyone, anywhere can go the distance and raise funds to support men's health.

Set a solo or team distance target and walk, run, cycle, swim or row throughout Movember.

Every Move you make, makes a difference.

### **HOST AN EVENT**

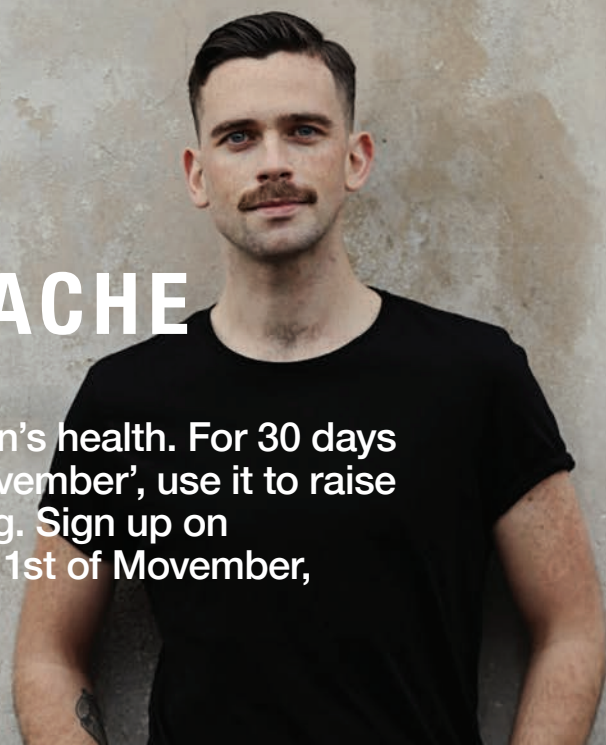
Movember has always been about getting people together. What better way to do that than a party? Organise a trivia night, dinner party or charity auction. Throw a moustache or Move-themed party to send off the month in style.



It all kicks off on November 1st, but you can get a head start and begin by spreading the word and building your team early. Got a great idea to take Movember to the next level this year? Shoot an email to [info.ca@movember.com](mailto:info.ca@movember.com)

# HOW TO: GROW A MOUSTACHE

The moustache is our ribbon for men's health. For 30 days in the month formerly known as 'November', use it to raise funds and stop men dying too young. Sign up on [movember.com](http://movember.com), shave down on the 1st of Movember, and grow your Mo for 30 days.



## WANT TO TAKE YOUR MO TO THE NEXT LEVEL?

Sacrifice your beard.

Auction off your face to the highest donor.

Dye it.

Style it.

Groom it.

Mo Sistas, get a little creative.

Recreate an iconic Mo.

## TIPS TO HELP YOU MAKE THE MOST OF THE MO

### GET TALKING

The moustache is a natural conversation starter. Use it to start a conversation about men's health.

### TEAM UP

The more moustaches the merrier. There's strength in numbers.

### GET CREATIVE

Challenges, competitions, and unique ways to fundraise are what keeps Movember fresh as the moustache on your face.

## STYLE GUIDE



THE WISP



THE ABRAKADABRA



THE ROCK STAR



THE UNDERCOVER BROTHER



THE BUSINESS MAN



THE TRUCKER



THE REGENT



THE BOX CAR



THE CONNOISSEUR



THE AFTER EIGHT

**SIGN UP TO MOVEMBER**

# HOW TO: MOVE IN MOVEMBER

Move is a chance for anyone, anywhere to go the distance and raise funds for men's health. It's about havin' fun, doin' good, while getting active.

Movers can walk, run, cycle, swim or row. Simply sign up, set a solo or team distance target, and Move it.

## NEED INSPIRATION? CHECK OUT THESE MOVE MOTIVATIONS



### MOVE FOR HEALTH

Trying to get fit?  
Give 8 kilometers a day a shot.



### MOVE FOR ACHIEVEMENT

Always wanted to run a marathon?  
Aim for 42.1 kilometers over the  
month.



### MOVE IN TEAMS

Team up and tackle a target  
together or get competitive.  
Challenge your teammates to see  
who can go the furthest.

## TIPS TO HELP YOU MOVE

### HAVE FUN, DOIN' GOOD

Set a distance target that will inspire donations from those around you. Make your donors proud (and feel pretty good about yourself too).

### GAIN STRENGTH IN NUMBERS

Who will you team up with? Think colleagues. Family. Friends. The more people involved, the more of an impact you can make.

### TRACK IT ONLINE

Logging Moves is easy. Add them on [moverber.com](http://moverber.com), or connect your fitness device and our tech-wizardry will take care of it for you.

### REMEMBER WHY

Every Move made and dollar raised will contribute to helping men live healthier, happier, longer lives. Now that's something.

**SIGN UP TO MOVE IN MOVEMBER**

# HOW TO: HOST AN EVENT THIS MOVEMBER

Movember events come in all shapes and sizes. From a BBQ to a big bash, anything goes. Sign up on [Movember.com](https://www.movember.com) and create your event, then get together, have fun and raise funds.

We reckon you already know a thing or two about how to party, but here's some tips.

## FIVE FOOL-PROOF EVENT IDEAS

### SHAVE DOWN

Start your month off right with a Movember shave-down.

### MO TRIVIA

Test your mettle with some trivia. May the most knowledgeable Mo win.

### OPEN MIC NIGHT

Get the local talent to show off their skills with a Movember open mic night.

### MO PARTY

Any excuse for a good time. Themed events are always popular.

### DINNER PARTY

Cook up a storm. Get your mates together, or go big.

## YOUR GUIDE TO A GREAT EVENT

### CREATE YOUR OWN EVENT

This makes it easy for people to find and RSVP to your event. You'll have access to downloadable posters, donation forms and other helpful tools.

### ASK FOR DONATIONS

Once your event is registered on [movember.com](https://www.movember.com) your supporters can donate straight to your event's fundraising total. No hassle, no need to handle cash or chase after cheapskates.

### GET PLANNING

You'll be most successful if you get a team on board and make your plans early. Try not to overcomplicate things, sometimes the best events are the ones that keep it simple.

### SPREAD THE WORD

Once you've created an event on [Movember.com](https://www.movember.com), it's time to get the word out.

### HAVE FUN

This one needs no explanation.

**SIGN UP ON [MOVEMBER.COM](https://www.movember.com)  
AND HOST AN EVENT FOR  
MEN'S HEALTH.**

#### **An important note regarding alcohol**

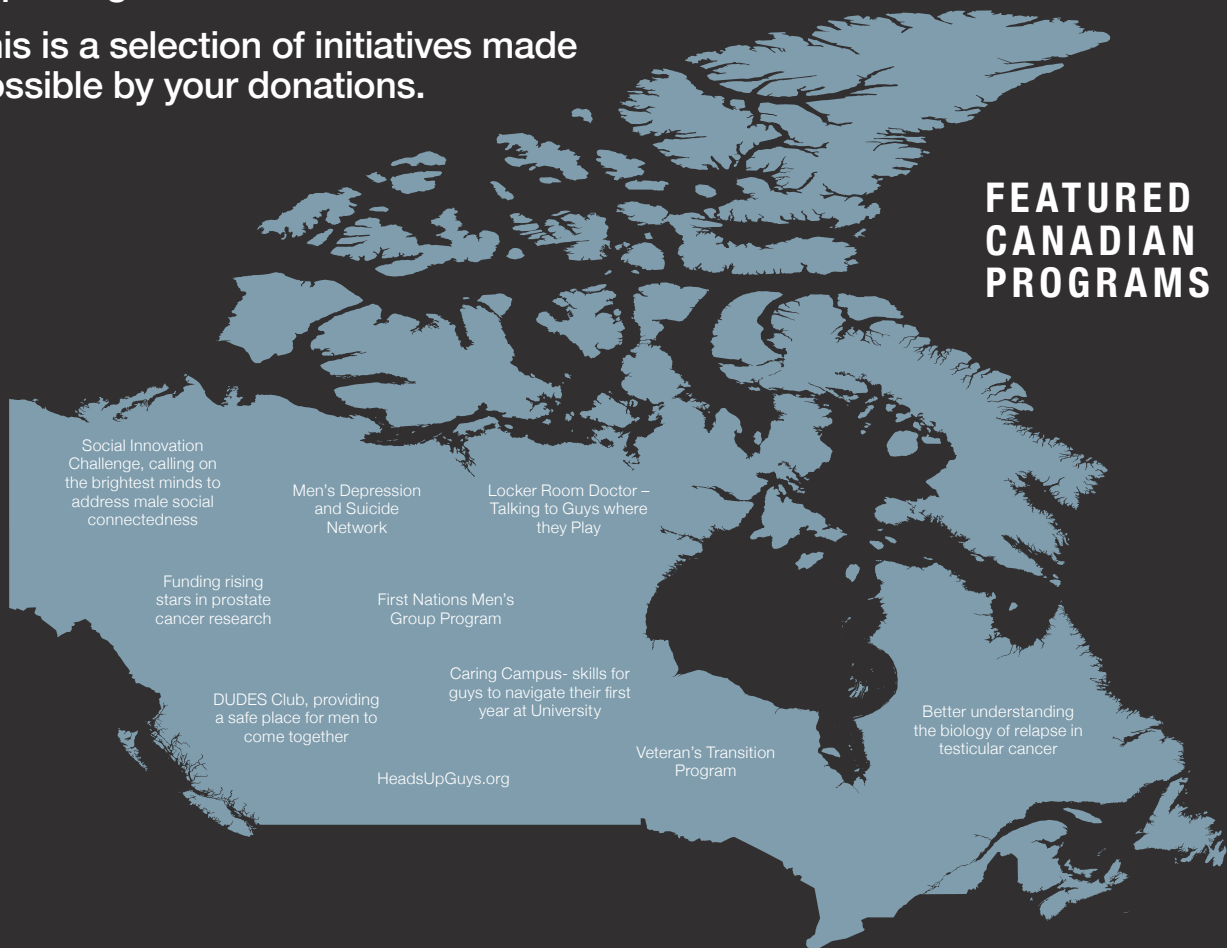
If there is alcohol at your event make sure everyone attending is of legal drinking age or hold the event in a venue with an age requirement. Remember, the Movember Foundation is a men's health organisation. When it comes to alcohol, moderation is key.

# WHERE YOUR DONATIONS GO

We've funded more than a 1,200 programs worldwide that are saving and the improving lives of men.

This is a selection of initiatives made possible by your donations.

## FEATURED CANADIAN PROGRAMS



## PROGRAMS THAT SPAN THE GLOBE

### **TrueNTH**

**Over \$38.9M(CAD)**

**6 Countries**

**Over 300 prostate cancer experts**

TrueNTH is a revolutionary global care program that helps men living with prostate cancer to access care and support that improves quality of life.

### **TrueNTH Global Registry**

**Over \$6.4M(CAD)**

**13 Countries**

**25 Local Data Centres**

The TrueNTH Global Registry aims to improve the lives of men with localized prostate cancer by capturing and comparing information from men around the world about their treatments and outcomes to reduce variation and promote best practice.

### **GAP**

**Over \$34M(CAD)**

**19 Countries**

**7 research projects**

Our Global Action Plan (GAP) is an international research initiative that brings researchers from around the world together to tackle the toughest challenges in prostate and testicular cancer.

### **TrueNTH IronMan**

**Over \$7.5M(CAD)**

**8 Countries**

**5000+ men**

A global effort to monitor the treatments and outcomes of men with advanced prostate cancer, TrueNTH IronMan captures information from clinicians and men with advanced prostate cancer, throughout their cancer journey.

\*Figures converted to local currency values at 04 July 2016



# HOW TO: GET STARTED

## SIGN UP

Create your [Movember.com](https://www.movember.com) account and choose what you'll do to raise funds for men's health.

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## CREATE TEAM

Choose a team name and start recruiting. As a team captain, it's your job to inspire and motivate MO Bros and Mo Sistas to get on board.

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## CUSTOMISE YOUR FUNDRAISING PAGE

Add a photo, and tell your story. Like a well-groomed moustache, a great fundraising page attracts all the right kinds of attention.

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## GET PLANNING

Make some plans for the month ahead. Use our calendar ([Found at the back of this booklet](#)) as a starting point. Got big plans? Recruit two or three Mo's to help you lead your team, execute events, and recruit other team members.

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## SET A FUNDRAISING TARGET

Don't set your target too low! Be bold. You may be surprised by how deep your supporters will dig to help you reach your goal.

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## REACH OUT

Email your close friends and family first, before asking others to donate. People tend to match the amounts already donated, so target your most generous supporters first! We've included some pre-written messages later in this guide.

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## ASK NEAR AND FAR

Don't forget to contact other groups and connections. Your former colleagues, school friends, sporting clubs and committees – they'll all get behind you! Make sure you send a message to friends and family who live overseas. 10% of all funds raised come from outside of Canada.

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## GET TALKING

Make some noise on social media. Change your email signature at work and include the link to your page. We've included some images and things to say, later in this guide. If you're involved in business, don't forget to ask your suppliers if they'll donate. They often like to show support.

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## MOTIVATE YOUR TEAM

Everyone loves a bit of friendly competition. Challenge a friend and see who can raise more. Winner gets moustache glory, loser has to pay the price! (ex. keep their moustache for an extra week, go for a run in a funny outfit, etc.)

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## KEEP THE CONVERSATION GOING

Post regular updates to your Mo Space and continue to ask for support. Ask to be included in your company website or newsletter. Put up a poster in the office kitchen, local supermarket, gym, post office, school or anywhere else you can get permission. Make your own, or use our poster design, linked to later in this guide.

## SAY THANKS

Send a thank you message to all of your supporters. It's the polite thing to do.

## FINISH THE MONTH OFF IN STYLE

Host your own end of Movember event to celebrate the month. It's one of the last chances to remind your friends and coworkers to pitch in. Have some fun and celebrate your team's hairy journey. Give out moustache awards for best and worst moustache.



# HOW TO: MAXIMISE YOUR FUNDRAISING

## DOLLAR MATCHING

Many companies have programs where they match dollar for dollar money raised by employees.

To supercharge your efforts, ask your Human Resource department or Corporate Social Responsibility representative if your company has a fund matching program. If not suggest that it might be a good thing to establish. They'll be ensuring men (including those on their staff) live happier, healthier, longer lives.

If no fund matching program exists, ask your company if it would be prepared to support your effort by making a donation to help you.

## MAKE IT A COMPETITION

Everyone loves a bit of friendly competition. A simple challenge can go a long way in motivating people to go that extra mile in their fundraising.

Challenge a friend, a rival school or another department in your organization. See who can raise more funds and recruit more Mos. At the end of the month, the winner gets to bathe in moustache glory.

Give an award to the winner or raise the stakes and create a friendly punishment for the "loser". Most importantly, do good and have fun.

## AT THE END OF THE MONTH

Give yourself a pat on the back.

You stepped up to the challenge and joined the movement for men's health. Thank you.

At the end of the month, make one last call-out for any stragglers who haven't donated yet then send in any cash you've collected. You can donate in the following ways:

### ONLINE AT [MOVEMBER.COM](http://MOVEMBER.COM)

Visa, MasterCard, American Express, PayPal

### OVER THE PHONE

Phone 1-855-4GROWMO (1-855-447-6966)

### SEND YOUR CHEQUES OR MONEY ORDERS TO

Movember Canada  
119 Spadina Avenue  
PO Box 65  
Toronto, ON  
M5T 2T2



# RESOURCES TO HELP YOU FUNDRAISE

## RECRUIT TO YOUR TEAM

Personalise this message to send out via email.  
Remember to fill in the blanks!

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This Movember, I'll be raising funds to stop men dying too young. Will you join me? Go to this link to join my team:  
[ link to your team page ]

It doesn't matter if you're a Mo Bro or a Mo Sista: Movember is for everyone. There are three ways to get involved:

Grow a moustache for 30 days and use it to raise funds. For an added challenge, take things to the next level by dyeing it, auctioning it off to the highest donor, or sacrificing a beard.

Set yourself a Move challenge and get physically active. From the big, to the brave, to the slightly outrageous, Move is all about pushing yourself to reach your personal best.

Host an event for Movember. Mo Bros and Mo Sistas are known for their creativity, so when it comes to events, anything goes. Get together, have fun and raise funds.

This Movember, I'll be doing  
[ add how you'll be participating ].  
Hope to have you on board!

The Movember Foundation are tackling some of the most significant health issues faced by men. Take a look at their work and impact:  
<https://ca.movember.com/programs/strategy>

## ASK FOR DONATIONS VIA EMAIL

Personalise this message to send out via email.  
Remember to fill in the blanks!

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This Movember I'm taking action to raise funds for the Movember Foundation, and I need your support.  
To help me reach my target, donate at:  
[ add the link to your page here! ]

To raise funds, I'll be [ growing a moustache / taking the Move challenge / hosting an event ]. I'll be posting updates to my fundraising page throughout the month, so check back to see what I'm up to.

I'm passionate about the Movember Foundation because they're tackling some of the most significant health issues faced by men. Your donation will help stop men dying too young.

Learn about the important work Movember is funding:  
<https://ca.movember.com/programs/strategy>

## MOVEMBER POSTERS, PHOTOS, LOGO AND BANNER IMAGES

Head to our [media room](#) for images you can use to promote your Movember fundraising efforts (for non-commercial purposes only).

Create your own customised business cards and posters from the [Downloads](#) section of your Mo Space. You'll need to be signed in to see that link.

## SOCIAL MEDIA POSTS

Pair these messages with images from the [media room](#), and add a link to your fundraising page.

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The Movember Foundation is the only global charity focused solely on men's health, so this Movember I'm getting on board. I'm raising funds to tackle some of the biggest health issues faced by men: prostate cancer, testicular cancer, and poor mental health. Please donate to help me stop men dying too young.

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I'm growing my moustache to raise funds for Movember, and I need your help. Please donate to help me stop men dying too young.

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I'm taking the Move challenge to raise funds for Movember, and I need your help. Please donate to help me stop men dying too young.

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Prostate cancer is the second most common cancer in men worldwide. Please donate to my Movember efforts to change this statistic and stop men dying too young.

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Testicular cancer is the most common cancer men aged 15 to 40. Please donate to my Movember efforts to change this statistic and stop men dying too young.

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Every minute, somewhere in the world a man takes his own life. Please donate to my Movember efforts to help change this statistic.

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Remember to use the #Movember hashtag!

More ready-to-share messages are available on our [Spread the Word](#) page.

# FAQS AND CONTACT

## FAQS

Visit our [FAQs](#) for answers to your questions.

## CONTACT US

Got a question? Drop us a line.

**Email** [info.ca@movember.com](mailto:info.ca@movember.com)

**Phone** 1-855-4GROWMO (1-855-447-6966) or  
416-591-7771

**Mail to**

Movember Canada  
119 Spadina Avenue  
PO Box 65  
Toronto, ON M5T 2T2

