## Email #1: Movember - Stop Men Dying Too Young

**PURPOSE: First movember reminder
DATE: October 6th**

*“A gentleman is one who puts more into the world than he takes out.” – George Bernard Shaw*

Hey Everyone!

As you may know already, I will be growing a moustache in support of Movember and will 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 ]

Last year our team had a ton of fun and managed to raise over $xxxx with our hairy efforts. This year we want to up the ante and get as many people involved as we can! Whether you’re a Mo Bro or a Mo Sista, **Movember is for everyone**.

There are three ways to get involved:

**1)** **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.

**2)** 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.

**3)** **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 will be growing another handsome moustache – I hope to have you on board as well!

And while I certainly cannot guarantee the quality of my – or your - future moustache (aka. Face caterpillar), getting involved is the least we can do to support some serious health issues facing all men and boys across this great country.

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

We're in this together, so let’s take action, get involved and spread the word!

Feel free to reach out to me if you have any questions!

Yours in moustachery...

[Name]

## Email #2: Movember – a little bit of luxury

**PURPOSE: second movember reminder to sign up
DATE: October 15th**

Every man deserves a bit of luxury in their life.

Something which you can wear and that instantly boosts your confidence… all the while smelling of oak and cinnamon... YES, every man deserves a luxurious moustache this Movember.

To show my support, I’ll be leading a team this year**. Will you join me?** Go to this link to join my team: [ link to your team page ]

Last year, over 75,000 Mo Bros and Mo Sista across Canada rallied under the moustache.

And by that I don't mean one gigantic moustache, but rather the Movember movement that is stopping men from dying too young and raising funds for men’s health.

A reminder that there is more than one way to get involved so 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:

1. **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.
2. 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.
3. **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.

**We can't do it alone. So why not join me and the rest of the Movember community in having a real impact on men's health this year?** Watch this 3 minute [video](https://www.youtube.com/watch?v=zPh0Qqnu7wg) to see the power of the moustache and what was accomplished last Movember across the globe.

Sign up today [here](https://ca.movember.com/), and you can learn more about the important work and impact Movember is having at: <https://ca.movember.com/programs/cause>

Thanks again, Mo love and happy growing!

Yours in Moustachery,

<Name>

## Email #3: Movember is coming…

**PURPOSE: third movember reminder to sign up
DATE: October 24th**

We can all feel it. The evenings are becoming cooler, hockey is back, and quickly approaching is the month where men grow moustaches in support of men’s health.

**Yes, MOVEMBER IS COMING!**

To those of you who have already joined the team on movember.com – well done!!

To those of you who have not, or aren’t sure how to go about it, go to this link and **join my team today**: [ link to your team page ]

By doing so, you will become part of a global movement of men (and women!) who are taking action and helping men live happier, healthier and longer lives. To get started all you need to do is:

1. Sign up at Movember.com
2. Join my team “Team name” [ link to your team page ]
3. Customize your profile (Add a photo, etc.)
4. Choose how you want to support the cause:
	1. **GROW:** Grow a moustache or sacrifice a beard to make way for the Mo and spark conversations about men’s health.
	2. **MOVE:** Challenge yourself this Movember to get physically active, have fun and raise funds for men’s health. Move is whatever you make it, be it big, brave or slightly outrageous. Get active, have fun, raise funds to stop men dying too young.
	3. **HOST:** Movember events are a great way to have fun, stay connected and raise funds for men’s health.
5. Take some time to research men’s health and share the new found knowledge whenever anyone asks you why you are participating in Movember. https://ca.movember.com/programs/strategy
6. Ask people to support you & help change the face of men’s health by donating to your Mo Space.

At the end of the month we will all get together to celebrate our hairy journey, look back on our success and hand out some awards for best (and worst!) moustache.

If you have any questions, feel free to send me a note. The most important thing about Movember is to do some good, but have a lot of fun along the way. I’ll be updating you throughout the month, sharing some photos and giving you some encouragement whenever I can.

Thanks for joining me and taking action for this important cause that impacts us all. Together we can help stop men dying too young.

Mo On!
[Name]

## Email #4: on your mark, get set, MO!

**PURPOSE: fourth and final movember reminder to sign up
DATE: October 31st**

Ladies & Gentleman,

(Or should I say Mo Bros & Mo Sistas)

Tomorrow marks the beginning of our hairy journey in support of men’s health where hundreds of thousands of men across the globe will begin to unleash their upper lip potential and become champions for men’s health along the way. Will you join the fight?

If you have already signed up at Movember.com and joined my team, I salute you!

If you have not signed up, **join my team by clicking this link** [ link to your team page ]

WHY?

**Men are dying too young:**

* 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.** Worst of all, there is no biological reason for it.
* Prostate Cancer is the most commonly diagnosed cancer amongst men.
* ¾ of deaths by suicide are by men.
* The truth is, men are taught from a young age to always be tough and act “manly”; but sadly our health suffers as a result. Men refuse to go to the doctors, they are not comfortable opening up when things get tough, and men often wait far too long to reach out when they need help.

Unfortunately, our fathers, partners, brothers, and friends are facing this health crisis and it’s not being talked about. There is a lot being done, but it’s not happening fast enough to have a real impact. The Movember foundation is uniquely placed to address this crisis across Canada.

Clearly this is a cause worth supporting, so please join me.

To get started all you need to do is:

1. Sign up at Movember.com
2. Join my team “Team name” [ link to your team page ]
3. Customize your profile (Add a photo, etc.)
4. Choose how you want to support the cause:
	1. **GROW:** Grow a moustache or sacrifice a beard to make way for the Mo and spark conversations about men’s health.
	2. **MOVE:** Challenge yourself this Movember to get physically active, have fun and raise funds for men’s health. Move is whatever you make it, be it big, brave or slightly outrageous. Get active, have fun, raise funds to stop men dying too young.
	3. **HOST:** Movember events are a great way to have fun, stay connected and raise funds for men’s health.
5. Take some time to research men’s health and share the new found knowledge whenever anyone asks you why you are participating in Movember. https://ca.movember.com/programs/strategy
6. Ask people to support you & help change the face of men’s health by donating to your Mo Space.
7. Have a ton of fun!

It’s really that simple.

Thank you all again for your support and joining the Movember movement where together we are helping men live happier, healthier, longer lives.

See you in Movember!

[Name]

## Email #5: moustache season is open

**PURPOSE: provide tips & tricks to kick off the month
DATE: Movember 1st**

Happy Movember 1st!

It’s been a long 48 weeks of drought and neglect for our beloved upper lips. But alas, their moment of greatness has finally arrived once again.

Mo Bros and Mo Sistas, today marks the beginning of our hairy journey together. Yes, today the month of Movember (the month formerly known as November) begins. For the next 30 days we will grow and groom a moustache to raise funds and awareness for prostate cancer, testicular cancer, and suicide prevention. (Bonus points to those who have chosen to get physically active or host an event in support of the hairy cause!)

Most importantly, we will proudly wear our hairy ribbon to start conversations with the men and boys in our lives and encourage them to take their health seriously, become more aware of the health risks that men face, and – last but not least – have some fun and raise some funds along the way.

Now, there are a few things you should do before beginning your journey. Here are a few tips on how to get your Movember started:

1. **Prep your Mo Space:** Take the time to personalize your Mo Space page, this is your fundraising headquarters. Look at it as your moustache’s Facebook page. Update your profile picture, write your motivation and [customize your url](https://ca.movember.com/mospace/edit-details/) to make it easier for your donors to find you.
2. **Rally More Mos(!):** When trying to raise funds, more Mo’s are better than one. Rally your friends, family and co-workers to grow alongside you. If we all **recruit one more team member** today or tomorrow, our team doubles in size. Please make that your objective! If people start a few days late it really is no big deal… If they have a beard, tell them to sacrifice it. The truth is, behind every beard is an even better moustache. No need for them to start from scratch.
3. **Donate to Yourself:** Any cause worth growing for is worth donating to, so show your Mo Space visitors that you’re committed to Movember by donating to yourself.
4. **Spread the Word**: You’re part of a global movement of Mo Bros and Mo Sistas working to change the face of men’s health. Add a Movember tag line in your email signature during the month. Include a link for people to sign up on your Mo Team.

ex*. “We want men to lead healthier, happier longer lives. Help me change the face of men’s health this Movember. Join our team and sign up at movember.com”*

	* **Know Why You Mo**: Everyone loves an educated Mo Bro or Mo Sista, so make sure you brush up on your knowledge of the Movember causes and where the money is [going](https://ca.movember.com/programs). <https://ca.movember.com/programs/cause>
5. **Thank Your Donors:** Mind your manners! Be sure to thank the people who are supporting your Movember journey. (BONUS: doing so publicly on social media is a great way to communicate your appreciation while also encouraging other potential donors to follow suit and support your Mo!)

I appreciate your commitment to the cause and look forward to Mo’ing with you over the coming weeks!

Together we can stop men dying too young.

Mo On!

In hairy solidarity,

[Name]

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## Email #6: things are getting hairy

**PURPOSE: mid-month motivation & fundraising tips
DATE: Movember 15th**

Well, we are officially in the middle of Movember.

I have looked through the Mo Spaces and have seen some incredibly good looking Mo’s indeed!

For some of you, your Mo’s are now exiting the awkward/creepy phase and shaping into a little piece of luxury on your upper lip – well done! I also realize that there are some Mos out there where growth is a little bit sparser. To you MoBros I say, “Stay strong. You are brave soldiers, and I salute you!”

Though we are only half way through the month, I couldn’t be more thrilled to share how far we have already come. With ## Mo’s raising over $XXXX. A special shout out to the team fundraising leader, <name> who has already raised $XXX – incredible! Not to be outdone, 2nd and 3rd spots are being held by <name> and <name> who have raised $XXX & $XXX respectively.

Despite the already great results, let’s keep the MOmentum going! My challenge to you all is to double your fundraising totals. I know it’s a big challenge, I know. But we’re all doing this to help stop men dying too young, so let’s give it our best shot. Besides, you may be surprised by how deep your supporters will dig to help you reach your goal. Some fundraising ideas for you are:

* **INCENTIVES**: Offer friends and family incentives in exchange for donations. For every donation of $X you can offer:  a drawing, personalized video, etc.
* **GO FOR A BIG GOAL**: Set a big goal and offer friends and family something big when you reach it. If you raise $X by a certain day you will: Get a perm, rock a Mo-hawk, let your donors choose your moustache style, dye your moustache, or even wax your moustache off.
* **THANK PUBLICLY**: Have some manners and say thank you to all your donors. Do so publicly on social media to drive more awareness to your Movember efforts and inspire others to donate to you as well.

The truth is, regardless of how your Mo is looking, you are all part of a global movement of men and women who are growing, moving and hosting, all in an effort to help ALL men lead happier, healthier, longer lives; and for that reason, YOU ROCK!

Mo love,

[Name]

Ps >> I know some of you are busy and may not have a ton of time for raising awareness amongst your networks, so feel free to use the below email template to save time. Please modify as needed, but most importantly – make sure that you are spreading the word about why you are growing and asking people to support your moustache and donate at Movember.com.

*Hey There!,*

*This Movember I'm growing a moustache for 30 days. I'm doing it to raise funds for the Movember Foundation, and I need your support:*

*< Insert link to your mo space page link >*

*I’m passionate about the Movember Foundation because they’re tackling some of the most significant health issues faced by men. Your donations will help them make an everlasting impact on the face of men’s health.

Donate online at < insert mo space page link >*

*Learn about the important work Movember is funding and the impact your donation will have:*  [*https://ca.movember.com/programs/cause*](https://ca.movember.com/programs/cause)

*There's a lot riding on this moustache, so thank you. I appreciate your support!*

*[NAME]*

## Email #7: Movember: You look fantastic

**PURPOSE: final encouragement for final week
DATE: Movember 24th**

Hey Mo’s,

We are in the final stretch of Movember and your moustaches are almost in full bloom – congrats!

With ## Mo’s raising over $XXXX, we are an incredibly strong, hairy force. Our fundraising leader is, <name> who has accumulated $XXX – well done! Close behind, 2nd and 3rd spots are being held by <name> and <name> who have raised $XXX & $XXX respectively.

Who will take home the top fundraising prize? We’ll see…!

Finally, **now is the time to show off your moustache masterpiece!** Take a photo of your hairy efforts and share it wide and far. There’s one more moustachioed week left. Plenty of time to for one final fundraising push and using your handsome moustache to start a conversation around men’s health.

Also, if you have any fun Movember pictures or stories, I'd love to see and hear about them.

Mo love and please let me know if I can help you with anything.

[Name]

## Email #8: Movember: our hairy journey together

**PURPOSE: wrap up & thanks
DATE: december 1st or 2nd**

Hey <INSERT NAME>,

And just like that, another Movember campaign has come and gone. I hope you're proud of all the Mo Bros and Mo Sistas around you. You've all helped make Canada the number one Movember campaign in the world <Check this!!>, while also raising more $xxx for the <TEAM NAME>.

Here is a summary of what we managed to accomplish this year!

<insert team name>
<Insert # of Mo's> Mo Bros and Mo Sistas
$<Insert Funds Raised> Raised

Top Three Fundraisers:
 <Insert 1st Fundraiser> - $<Insert Funds Raised>
<Insert 2nd Fundraiser> - $<Insert Funds Raised>
<Insert 3rd Fundraiser> - $<Insert Funds Raised>

Please thank your donors and supporters on behalf of Movember for helping change the face of men's health and ensuring that the Movember Foundation continues to help men live longer, healthier and happier lives. While the hairy month has come to an end, Movember.com will continue to accept donations. Please send in any funds that have been raised.

More than the moustaches that were grown and the funds that were raised, many life changing conversations occurred this year, all from the support of our community. The Movember community has truly created an environment where many men feel comfortable talking about the health issues they face and how they are feeling. These conversations are empowering men to take action and breaking down stigmas. In so many cases, these conversations are changing and saving lives - which is an absolutely amazing achievement, one which every Mo Bro and Mo Sista should be very proud of.

We will never know how many lives are impacted, changed or saved because of Movember, and we don't need to. What is important is knowing that we are all truly having an impact and making this world a healthier and happier place. Together we can stop men from dying too young.

Here’s to you, [Team Name] Mo’s! Thank you for all of the amazing work you have done. You are all leaders of the cause and have helped change the face of men’s health this Movember.

[Name]