



REACHING OUT TO PAST DONORS

A WALK THROUGH


START BY HEADING TO YOUR MO SPACE AT MOVEMBER.COM

Click on 'Ask for donations'.



The screenshot shows a fundraising profile for 'My motivation' on the Movember website. The profile includes a header with navigation links: GET INVOLVED, EVENTS, ABOUT US, OUR WORK, OUR COMMUNITY, NEWS, YOUR HEALTH, and SHOP. The main content area features a photo of a man with a beard and a dog on a bicycle, with a '10 YEAR MO BRO' badge. Below the photo is a camera icon and a 'My fundraising link' section with the URL 'http://mobro.co/jesseleehayman' and a 'Share' button. To the right, a 'Donations' section displays a progress bar for a \$1,500 target, with a current total of \$1,167. An 'Ask for donations' button is highlighted with a large green arrow. The profile also includes an 'Edit' link for the motivation text and a 'Donor name' field.

GET INVOLVED ▾ EVENTS ABOUT US ▾ OUR WORK ▾ OUR COMMUNITY ▾ NEWS ▾ YOUR HEALTH ▾ SHOP ▾

10 YEAR MO BRO

 **My motivation** [Edit](#)

We all need to be comfortable talking to each other about real feeling, emotions and struggles. Moustaches help create those conversations in light ways. Being vulnerable and sharing your struggles is a hard thing to do, but does incredible things for both the person sharing and everyone around them. Grow a Mo with me and let's have a real conversation, they're what makes life amazing.

 **My fundraising link** [Edit](#)
<http://mobro.co/jesseleehayman> **Share** 

Donations

\$1,167

Target: \$1,500 [Edit](#)

Ask for donations

Donor name

You have raised \$1,167 since 2007



ONCE THE FOLLOWING WINDOW POPS UP

Check the box to 'Email the donors who supported me last year'.



Ask for donations

Make it count! The funds you raise go to world-class programs in the areas of prostate cancer, testicular cancer and poor mental health. Use our wording below to ask your friends, family or co-workers for donations via Facebook, Twitter or email. You can also edit the text and personalize it with your own story.




Email the 50 donors who supported you last year

Men's health	Prostate cancer	Testicular cancer	Mental health and suicide prevention
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Hey,

This Movember I'm getting active for men's health. I've taken the Move challenge to raise funds for the Movember Foundation and I need your support:
<http://mobro.co/jesseleehayman>

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

[OPEN EMAIL](#) Switch to:   



AFTER YOU CHECK THE BOX

Click the 'open email' button. This will open a draft in your default email program, it WILL NOT SEND AUTOMATICALLY.

Ask for donations

Make it count! The funds you raise go to world-class programs in the areas of prostate cancer, testicular cancer and poor mental health. Use our wording below to ask your friends, family or co-workers for donations via Facebook, Twitter or email. You can also edit the text and personalize it with your own story.

Email the 50 donors who supported you last year

Hey,

In past years you've shown your support by donating to my Movember efforts. Together we've helped stop men dying too young, funding vital prostate cancer, testicular cancer, mental health and suicide prevention projects. Every bit counts, which is why I'm back for another month of Movember. Will you help me out again?

<http://mobro.co/jesseleehayman>

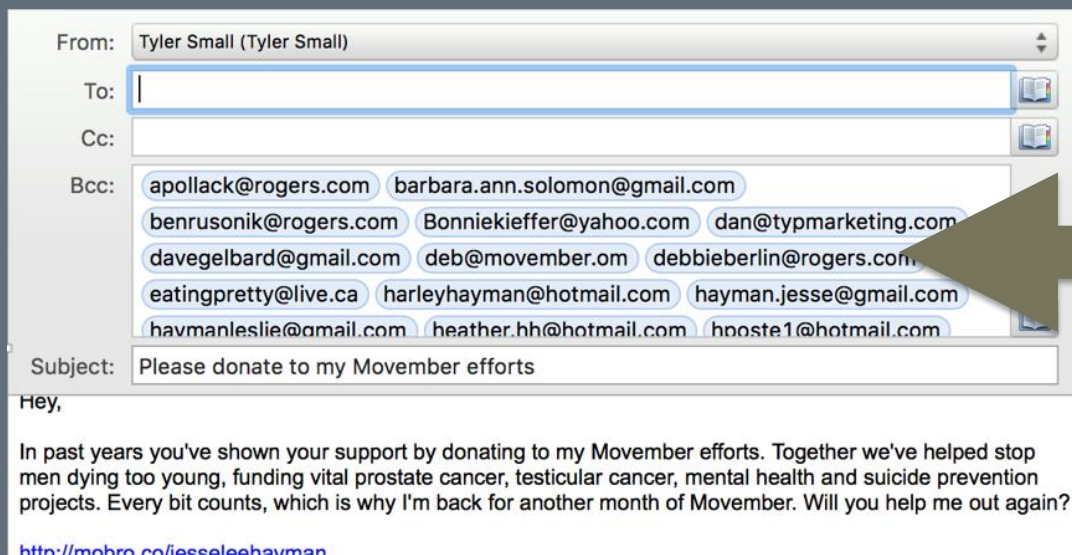
OPEN EMAIL

Switch to:   



WHEN YOUR DEFAULT EMAIL PROGRAM OPENS

Confirm that you want the email to be sent to all of the donors listed in the 'BCC' field; you can add or remove recipients. To ensure the privacy of your donors, you can include their emails in the 'BCC' field rather than the 'To' field. When 'BCCing', put your own email in the 'To' field. Make sure you customize the copy with anything additional you'd like to say! Press send and wait for your donations to roll in!



From: Tyler Small (Tyler Small)

To: |

Cc: |

Bcc: apollack@rogers.com barbara.ann.solomon@gmail.com
benrusonik@rogers.com Bonniekieffer@yahoo.com dan@typmarketing.com
davegelbard@gmail.com deb@movember.om debbieberlin@rogers.com
eatingpretty@live.ca harleyhayman@hotmail.com hayman.jesse@gmail.com
havmanleslie@gmail.com heather.hh@hotmail.com hposte1@hotmail.com

Subject: Please donate to my Movember efforts

Hey,

In past years you've shown your support by donating to my Movember efforts. Together we've helped stop men dying too young, funding vital prostate cancer, testicular cancer, mental health and suicide prevention projects. Every bit counts, which is why I'm back for another month of Movember. Will you help me out again?

<http://mobro.co/jesseleehayman>



THAT'S IT!

For further information about the Movember Foundation,
please contact:

Movember Foundation Canada
info.ca@movember.com

MOVEMBER.COM

