



USE THE POWER OF A GOOD TIME TO SPREAD AWARENESS  
AND RAISE FUNDS FOR MEN'S HEALTH.

# MOVEMBER FOUNDATION EVENT GUIDE

## WHAT IS A MOVEMBER EVENT?

**MOVEMBER EVENTS ARE USED TO FUNDRAISE, UNITE YOUR COMMUNITY AND CHAMPION MEN'S HEALTH.**

**MOVEMBER EVENTS COME IN ALL SHAPES AND SIZES. WHETHER IT'S AN AFTERNOON JOG OR A NIGHT OUT ON THE TOWN, A MO EVENT IS A FOOLPROOF WAY TO BRING YOUR FUNDRAISING TO THE NEXT LEVEL. GET CREATIVE (SO LONG AS IT'S SAFE, FUN AND IN THE SPIRIT OF MOVEMBER) OR RUN WITH ONE OF OUR IDEAS LISTED ON THE RIGHT.**

**NEED MORE IDEAS?  
GET IN TOUCH WITH  
INFO.US@MOVEMBER.COM**

## EVENT IDEAS

### **SHAVE THE DATE: MOVEMBER 1ST**

If you're growing a moustache for Movember, start on the right foot by rallying friends and family to shave down on or before November 1st.

### **MOVE EVENTS**

A MOVE event can be anything physical – a fun run, ping pong tournament or sports match – in support of Movember.

### **MO PARTIES**

Who doesn't like a good old-fashioned shindig? Bring the community together to raise some cash for men's health. Costumes and moustached themed events are popular.

### **COMMUNITY EVENTS**

Get local sports teams, businesses and venues involved and champion Movember in your community.

### **WHEN CAN I HOLD A MOVEMBER EVENT?**

Anytime! Raising awareness and funds isn't limited to only one month, so feel free to rock an event anytime.

### **DURING MOVEMBER**

Events are a great way to promote your Movember fundraising efforts.

### **YEAR-ROUND**

Host a Movember Foundation event any time of year to raise funds and awareness for men's health.

## HOW TO HOST AN EVENT

### **01 REGISTER YOUR EVENT ON MOVEMBER.COM**

Once you've registered, people can find your event and details on Movember.com. You'll have access to downloadable posters, donation forms and other handy tools via your Mo Space.

### **02 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.

### **03 SPREAD THE WORD**

Once you've created an event on Movember.com, it's time to get the word out! Drop us an email at [info.us@movember.com](mailto:info.us@movember.com) - we're here to support your hairy efforts.

### **04 HAVE FUN, RAISE FUNDS, DO GOOD**

Make sure everyone knows why you're fundraising for men's health. Once things are wrapped up, send in your donations through our website.

See our FAQ section for more information about sending in donations.

THANK YOU FOR YOUR EFFORTS IN SUPPORT OF THE MOVEMBER FOUNDATION.  
REMEMBER TO SHARE PICTURES AND VIDEOS WITH US ON SOCIAL MEDIA USING #MOVEMBER!  
WE LOOK FORWARD TO SOME SERIOUS MO PARTY FOMO.

MOVEMBER.COM





USE THE POWER OF A GOOD TIME TO SPREAD AWARENESS AND RAISE FUNDS FOR MEN'S HEALTH.

# MOVEMBER FOUNDATION EVENT GUIDE

## **FUNDRAISING AT YOUR EVENT**

We want to make sure your Mo event goes smoothly. Here's some need-to-know info to make that happen.

### **DO**

#### **COMMUNICATE**

Tell people about the Movember Foundation's cause and communicate our men's health messages. You can find more information about our focus here.

#### **ASK FOR SUPPORT**

Try and get your local businesses involved. Local restaurants or bars may be able to sponsor your event, and/or provide prizes or supplies to show their support. The more support you can get, the more you will be supporting men's health initiatives.

#### **BE NICE!**

Remember to thank your sponsors!

### **DON'T**

#### **DON'T FORGET DETAILS**

Don't forget to have donors include your name and your registration number on their donation checks. If you receive cash donations, follow the instructions on your Mo Space page to send them in.

#### **DON'T BREAK THE LAW**

Raising funds using the Movember name and distributing to anyone other than the Movember Foundation is not allowed and is illegal.

## **PROMOTING YOUR EVENT**

### **DO**

Promote your event via local channels, on social media, and through your personal network.

Use #Movember on social media to spread the word or share pictures.

Make the most of our fundraising resources. Sign in to your Mo Space to access customizable posters and other helpful tools.

During the month of Movember, champion the Mo! It's your #1 fundraising tool.

Ask attendees to sign up at [Movember.com](http://Movember.com) and join the hairy journey.

### **DON'T**

Don't fake it. It takes dedication for a Mo Bro to change his appearance for 30 days, so we ask that you not distribute fake Mo's at your event. They're a poor substitute for the real thing.

Don't engage in paid promotions through advertising and media.

### **ATTENTION**

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

## **PAY IN YOUR DONATIONS**

### **DONATIONS RECEIVED VIA CHECK**

If you receive donations via check you must fill out a donation form for each check. Donation forms are downloadable via your Mo Space page. Make all checks payable to "Movember" and mail them to:  
Movember Foundation  
P.O. Box 1595  
Culver City, CA 90232

### **DONATIONS RECEIVED IN CASH**

If you receive donations in cash you have two options. You can either pay these donations by using your credit card via your Mo Space page, or you can create a check or money order (payable to "Movember" with a completed donation form) and mail to the above address.

**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.

MOVEMBER FOUNDATION  
HELPING MEN LIVE HAPPIER, HEALTHIER AND LONGER LIVES.

[MOVEMBER.COM](http://MOVEMBER.COM)

