



CORPORATE MOUSTACHERY GUIDE

Forget the usual team-building activities. Movember has them beat. Unite your co-workers to stop men dying too young. This is your one stop shop to Movember in the workplace.

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

THE STATE OF MEN'S HEALTH IS IN CRISIS.

-6

Men die six years earlier than women on average, largely from preventable issues.

500K

500,000 men die from suicide each year. That's one every minute.

2ND


Prostate cancer is the second most common cancer in men. By 2030 there'll be 1.7 million men living with it.

x2

Testicular cancer rates have doubled in the last 50 years, and not enough is known about why.

We're the only charity tackling men's health on a global scale, year-round. We know what works for men, and how to find and fund the most innovative research to have both a global and local impact.

JOIN THE MOVEMENT AND SIGN UP YOUR TEAM TODAY



Movember is a fun and easy way to build camaraderie and do good. First, nominate internal leaders to be your Movember champions. Next, get them recruiting fellow Mo Bros and Mo Sistas! Sign up and start one big team for your company, or organise into multiple teams for a little friendly competition. Then kick things off at the start of November. Raise funds, share men's health information, and plan team activities throughout the month.

THERE ARE 3 WAYS TO GET INVOLVED: GROW, MOVE, OR HOST.

01

Grow: The moustache is our ribbon. This Movember, Grow a Mo, Save a Bro.

Top tips:

- Sacrifice your beard to make way for your Mo
- Recreate a famous and iconic Mo
- Auction off your Mo. Highest bidder gets to choose the colour or style.

02

Move: Take the Move challenge and get active for men's health.

Top tips:

- The virtual tour: as a team collectively Move the distance between your two furthest offices
- Take on a personal challenge and run, swim, walk, or cycle 100km over the month
- Sign up to a 5k or 10k Mo Run or join the Movember dodgeball tournament

03

Host: Throw or go to a Movember event. Have fun and raise funds for men's health.

Top tips:

- Download our pub quiz, invite all the offices in your building and charge an entry fee
- Hold a Halloween party in your offices to kick off your Movember campaign
- Pot luck lunches and bake sales are a great way to boost your fundraising



5 STEPS TO CORPORATE MOUSTACHERY

SEPTEMBER

01 IDENTIFY KEY CHAMPIONS

Find employees who have a passion for men's health, who'll inspire other employees to get on board. These are your Mo Leaders. They'll help you during the lead-up and the month itself.

02 UTILISE INTERNAL COMMUNICATIONS

Use internal channels to share employee stories, pictures, infographics, videos and men's health info. Share from our [News page](#) or [YouTube channel](#). First, encourage sign-ups, then fundraising, and finish with a thank you. It never hurts to get someone from leadership to endorse your efforts.

OCTOBER

03 REGISTER TEAMS AND NETWORKS

Movember.com opens up for sign-ups in mid-September. Organise one big team or sort into multiple teams for some competition. For multiple teams, contact us on LiveChat or at info.uk@movember.com and we'll make a network for you. A network is a group of teams doing Movember together.

04 ENGAGE AND EDUCATE EMPLOYEES

Staff meeting announcements are a great place to start. Get in touch if you'd like a Movember Development Manager to come to your office to present. Incentives go a long way – small gifts, contests, or public acknowledgment of employee efforts. Or, put a bounty on an executive's upper lip: if over 50 employees sign up, someone senior will grow a Mo.

MOVEMBER

05 HOST EVENTS OR GET ACTIVE WITH MOVE

Whether it's a "Shave the Date" kickoff party or a mid-month happy hour, Movember is a great team-building opportunity. Move is a challenge to get active. A month-long stair or step challenge can help everyone Move, and also helps your Wellness department meet their goals. Got budget? Take over a fitness studio class.

Checklist

- Host a launch event or a lunch and learn with a guest speaker from Movember – the donation will go straight back to your team
- Find a champion Grower, Mover, and Host to lead the charge in your company
- Join the Movember 100 Club and compete for prizes and bragging rights
- Get someone in the C-Suite to endorse the company's fundraising efforts - does your company match donations?
- Set a team fundraising target, you may be surprised how deep your supporters will dig to help you reach your goal

Movember Events

Movember Long Lunch

A networking event with a twist, for clients and staff alike, with a charity auction and celebrity guests.

Autumn Internationals Rugby Breakfast

A rugby breakfast and panel session with international sports stars.

Big Lebowski Mo Party

Celebrate ten years of Movember with a night of ten pin bowling

Movember Dodgeball Tournament

Fast, furious, and fun. There's nothing like a little friendly competition to get your workforce moving.

Third Party Events

Distinguished Gentleman's Ride | Mo Running | London Marathon.

EMPLOYER BENEFITS

01

Staff engagement and team building

02

Employee wellbeing and health promotion

03

Corporate values in action

04

Enhance company reputation

05

Connecting with other companies

EMPLOYEE BENEFITS

01

Mix with colleagues

02

Sense of achievement

03

Fun and engaging workplace

04

Important health messages to all staff

05

Feeling part of a team

"The level of engagement created with our employees has been second to none"

Gemma Colley, PR, Northern Rail

SIGN UP AND DONATE AT [MOVEMBER.COM](https://www.movember.com)

For more information contact: businessmos@movember.com