



THE CAPTAIN

Captain of the good ship Movember, this hero or heroine is the head and heart of the team. Responsible for pre-campaign planning and recruiting the troops, they make sure that team members are equipped, enthusiastic and active.

THE MISSION

Leader of the pack with the plan of attack, you're a Mo Bro or Mo Sista that builds the team and keeps them on target towards the magic £10k:

- Recruit your A-team (The Grower, The Host, The Mover*)
- Liaise with your company for any support they can give and tell them about your Movember plans
- Work with Movember to utilise our expertise
- Check in regularly with your team and make sure everyone is motivated and that fundraising is on track (eyes on the prizes!)
- Make sure everyone is having fun, doing good

THE KEYS TO SUCCESS

- Download and use the tools and assets from Movember
- Schedule a pre-Movember team meeting
- Encourage conversations in your company using internal channels and general banter

HINTS AND TIPS

- Attend an official Movember event with your team (see the Movember website for our event schedule)
- Ask your company about a £500 or £1,000 donation to kick things off, or match-funding
- Register your team on Movember.com then add pictures and content to make it pop!
- Seek out CEO or Director level support; enlist the help of your HR department or Marketing team

NEXT STEPS

- Assemble your team and agree on roles and responsibilities
- Host your first planning session
- Speak with your head of Corporate Social Responsibility (CSR)

*If you are a Super-Mo then you could be all of these people rolled into one

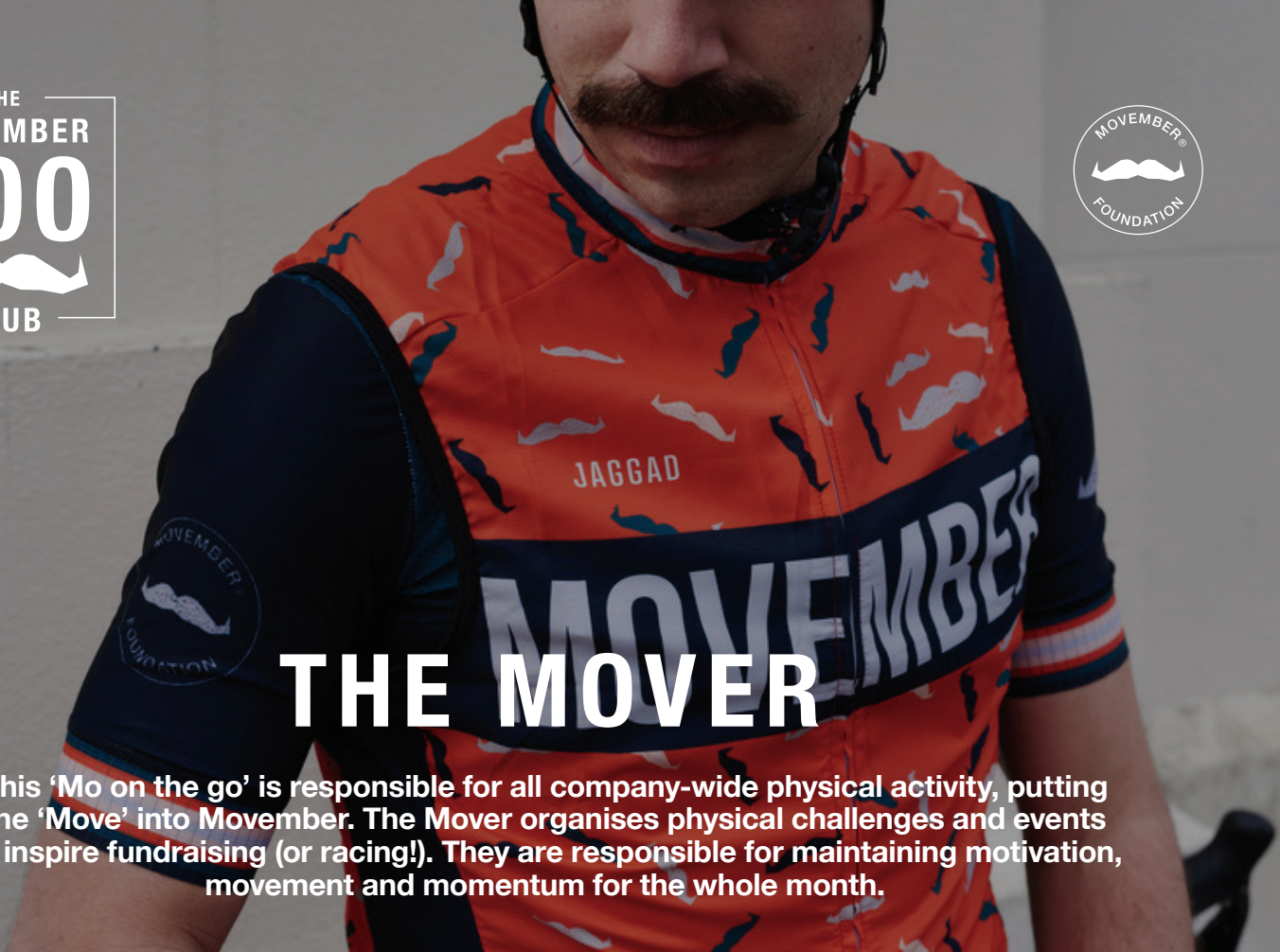
INSPIRATION

Break down the target: Ask 100 people to raise £100 or host five events that aim to raise £2,000 each.

Ask for company support: From an initial donation to matched funding, hit up your HR, Marketing or CSR team

Make it Movember: Only got one Mo Grower? Put their face on everything and champion the cause

Get competitive: Build rewards and prizes into your campaign. First to £500 gets a day off work!



THE MOVER

This 'Mo on the go' is responsible for all company-wide physical activity, putting the 'Move' into Movember. The Mover organises physical challenges and events to inspire fundraising (or racing!). They are responsible for maintaining motivation, movement and momentum for the whole month.

THE MISSION

Take the Move challenge: set a distance target and get physically active for men's health.

- Plan physical activities for your team (or try to include the whole company)
- Find an inclusive Move activation (for example, collect miles to reach a team target)
- Move anytime, anywhere!

THE KEYS TO SUCCESS

- Make sure people stay motivated and keep moving the whole month
- Set yourself and your fellow Movers a Move target
- Communicate your Move challenge and use it to ask for donations

HINTS AND TIPS

- Be creative in the challenge you set yourselves – the more inspiring the better! (charity sports tournament, lunch break exercise sessions)
- Upload your Moves on Movember.com, you can even link your fitness tracker
- Participate in Movember Move events, why not try dodgeball or Mo running? See our events page for more info
- Chat to your in-house gym or run club

NEXT STEPS

- Recruit your fellow Movers and get your company involved
- Agree on your Move challenge(s) for your team (remember to be creative!)
- Make sure everyone knows when and where your Move events are happening and how to fundraise

INSPIRATION

Go big: Run a marathon, climb 10,000 steps or jog to work every day

Be outrageous: Host an egg and spoon race, take part in a workout rave or run 5km dressed as a chicken

Be brave: Learn to swim, take up karate or climb a mountain

Get competitive: Hold a five-a-side competition, a dodgeball tournament or an arm wrestling championship



THE GROWER

The Grower is challenged with culturing an epic moustache, spreading awareness and raising funds for men's health. He is the face of the campaign, informing everybody about Movember's purpose. Using his face as a billboard, he will be involved in all areas of the Movember campaign and champion your team's fundraising activities.

THE MISSION

The moustache is your ribbon. This Movember, grow your Mo and use it to raise funds for men's health. Here's how:

- Promote the Movember campaign to all
- Grow a Mo to raise funds and awareness
- Help to deliver the campaign and be the walking, talking billboard for your team
- Be the fundraising champion and make sure that everyone is fundraising and on track
- Grow a Mo, save a bro!

THE KEYS TO SUCCESS

- Place donation boxes (from Movember) at hot spots around the office
- Chat about your Mo growing and why you're doing it
- Download our health information and spread awareness to your company about men's health and the things every man should know and do

HINTS AND TIPS

- Get creative with your Mo! (Host a Movember photoshoot, auction off your moustache to the highest bidder who can then shave or colour it)
- Bring the fun (share a moustache fact every day)
- Go heavy on the pro-mo! Share your mo-gress with everyone, post a picture a day, start a billboard and share your fan-tash-tic effort

NEXT STEPS

- Recruit fellow moustache growers
- Download Movember's health information and start spreading the word
- Choose the style of Mo you're going to grow from our Movember Style Guide

INSPIRATION

Be famous: Select and grow the Mo from your favourite actor, sports star or rocker

Go classic: Use our handy moustache guide to choose a classic tash from history

Sacrifice it: Auction off your beard to make way for your Mo or host a company-wide shave-down

Mo Sistas: Get creative with some moustache-themed accessories, make-up or fancy-dress and show your support for the men in your life



THE HOST

Communication and events manager of the campaign, this 'Host with the most' is responsible for organising epic events that deliver both funds and fun. They will be busy putting up flyers, getting people pumped for Movember and promoting the party of the year

THE MISSION

Mo Bros and Mo Sistas know how to get creative and have a good time. Whether it's a golf tournament, band night, or a dinner party – this Movember, get together to raise funds, make some noise, and stop men dying too young.

- Plan and organise Movember events for your team and the wider organisation
- Communicate your Movember participation and your events to everyone, even clients!
- Think about events that spread health messaging as well as raise funds
- Have fun!

THE KEYS TO SUCCESS

- Advertise your events internally to ensure a great turnout
- Make it epic! Plan fun and different events to get people interested
- Download the Movember pub quiz
- Invite a Movember speaker (the speaking fee counts towards your donation total)

HINTS AND TIPS

- Plan everything well in advance and get your invites out
- Ask your company for any support they can give (event budget, rooms, drinks and nibbles)
- Think about ways you can raise additional funds at your events (raffles, auctions, etc.)
- Register your event on [Movember.com](https://www.movember.com) to manage ticketing and RSVPs

NEXT STEPS

- Recruit team members or volunteers to help you run the show
- Agree on two or three events you would like to host and get planning
- Talk to Movember about 100 Club events

INSPIRATION

Indoor: Pub quiz, film night, Movember launch or shave down

Outdoor: Sports day, adventure hunt or company picnic

Make it: Host a lunch, a beer and curry night or a talent show

Shake it: 70s disco, open mic night, office Olympics or fancy dress day