

 **MOVEMBER[®]**

CAPTAIN'S TOOLKIT

**MO
ON!**





CONTENTS	2
WHY BE A TEAM CAPTAIN?	3
RECRUITING YOUR TEAM	4
CALENDAR	5
WAYS TO FUNDRAISE	6
FUNDRAISING IDEAS	7
FUNDRAISING RESOURCES	9
HOW TO MOTIVATE YOUR TEAM	10
PLATINUM CLUB	11
HOW TEAMS WORK	12

TABLE OF CONTENTS



WHY BE A TEAM CAPTAIN?

Team Captains are legendary Movember supporters. Change agents. Chief motivators. Champion recruiters.

You lead by example, inspiring and motivating others to shake things up and get behind the cause.

You'll recruit and build a Team on movember.com. Together with your Teammates, you'll raise funds and awareness to help change the face of men's health.

WHO'S AN IDEAL TEAM CAPTAIN?

There are only two prerequisites for Movember Team Captains:

- Enthusiasm for moustaches (which, of course, includes growers or admirers of the mighty Mo).
- A passion for men's health.

WHY BE A TEAM CAPTAIN?

- Raise funds – men's health needs our help. And in a Team you can achieve a lot. Everything you've done before, multiplied!
- Start conversations – the more people you have in your Team, the more opportunities there are to start men's health conversations, with each other and with everyone you meet.
- Build a Mo Community - we're all about making connections at Movember, and when you support us as a Team, you'll find a real sense of camaraderie.



RECRUITING YOUR TEAM

The best way to raise funds is to build a strong Team, inspire them to get involved, and have fun while you're at it. Get creative because the sky's the limit.

TIPS FOR RECRUITING TEAM MEMBERS:

Co-captains double the fun

As a Captain, you can recruit a second Captain. Choose an ally who can help you stay on the ball. One who can help you keep the group motivated. Most importantly, choose a Co-Captain whose contacts can be mined for potential Team members and donors.

Share your why

Take to the streets (OK, maybe social media) to tell people why you signed up to fundraise with Movember. Ask them to join you on your mission for men's health by signing up to your Team. If they can't sign up – ask if they'll consider donating.

Get recruits, lead by example

A Team Captain has the power to inspire. They get to recruit people into the Mo community and motivate them to do good and have loads of fun. So consider sacrificing your existing facial hair (beards, goatees etc.) to show your dedication. Promise weekly prizes for the best Mo, Mover, and fundraiser. Auction off the Mo you'll Grow (meaning others get to make the call on the style of Mo you Grow).

Get the band back together

Rounding up your previous Team for a comeback tour is easy. The contact details for those members will be on your [Mo Space](#). Just log on to 'My account' then click on the 'Team' tab.

The party bus

Nothing brings people together like a good old-fashioned party. Host a Movember kick-off party on the 1st of Movember. Make people sign up to your Team as part of their RSVP.

Get on the leaderboard

For next-level competitiveness, you can see how you rate against Teams from your country or in a specific sector. The [leaderboards](#) show the Mo-gress of the top Teams and individuals.



THE CALENDAR

SEPTEMBER

Start talking up Movember, selecting your squad

Create your Mo Space and set up a Mo Team

Spread the word and build your Team – the more the merrier.

OCTOBER

Get vocal. Send shout-outs to mates and colleagues to register and join your Team

Personalise your Mo Space and Team page at movember.com or on the app

Start organising events that you'll host during Movember. Check the [fundraising guide](#) for details.

Big plans? Recruit 2-3 other Mo's to help recruit Teammates and coordinate events

Share your Mo Space and Team page URL through email and social media

Post on social media and display Movember posters around your workplace/gym/sports club/uni

NOVEMBER

Start the 1st of Movember clean shaven – to kick off fundraising, why not Host a Shave Down?

Email your work, social and business contacts letting them know what you're doing for Movember, and how they can donate. Encourage your Teammates to do the same.

Send weekly updates highlighting your Team's fundraising efforts, moustache growth and Kilometers clocked by Movers.

Organise an end of Movember shave-off celebration or awards ceremony.

DECEMBER

Finalise how you'll collect funds – and remind your Team about gift matching.

Send out a final 'thank you' email to everyone who has supported your efforts. If you've grown a Mo, include a picture or group shot of your Team.



WAYS TO FUNDRAISE

Growing a Mo is the most well known way of supporting Movember.

But you don't need to grow to save a bro. **Move, Host and Mo Your Own Way** are options which may better suit your calling. You can even chop, change and combine as you please.

GROW

Grow a moustache to raise funds for men's health. It's the classic and simple approach. Can't grow one? Even better. The worse the Mo, the more conversations it'll inspire. You'll be a walking, talking billboard for men's health.

MOVE

Move this Movember by walking or running 60km over the month. That's 60km for the 60 men we lose to suicide each hour globally. Solo and team efforts accepted.

HOST

Rally a crew and host a trivia night or a ping-pong tournament. Anything close to you or your community's heart can inspire an event.

MO YOUR OWN WAY

A choose-your-own-adventure challenge epic in scope and scale. Set your sights on breaking an obscure record. Do dares for donations. Kick a bad habit. Take on a physical challenge. Mo Your Own Way means you make the rules.



FUNDRAISING IDEAS

We love all our Mo Teams, big and small. Whether you're a dynamic duo taking on a challenge, or a squad challenging each other to see who can raise the most and grow the most majestic moustache, you are Mo Legends.

You might already have some grand plans for Movember, but if not, here's a few to get you started:

SMALLER TEAMS

TANDEM EVENT

- Set yourselves a challenge that you'll complete together.
- You could run a relay, tandem bike ride or run a 3/5/7 legged race.
- Let everyone know what you're doing – you could offer extra (doing the event dressed as a pantomime horse) for big donations or hitting fundraising levels.
- Remember to share lots of updates/live stream.

THE CLASSIC QUIZ NIGHT

- Find a venue
- Split up the rounds between you
- Pick a quizmaster
- We made [a quiz for you to use](#). Adapt it for your Team if you like.
- Charge a Team entry fee – make sure this is based on venue/food/drink costs so you make a good return
- Have penalties for cheaters
- Get donations for auction or raffle prizes from friends/family/local businesses

DARE FOR DONATIONS

- First up – please keep it safe and legal – we want all our Mo's to be OK.
- Set yourself a dare for fundraising milestones – could be sit in a bath of beans for £100, jump in the sea in your budgies for £200, perform an interpretive dance piece for £500, dye your hair pink for £1000, the list goes on!
- Promote, promote, promote – to hit those milestones – you need to tell everyone your plans, so they can chip in and get you there.



FUNDRAISING IDEAS

BIGGER TEAMS

SCAVENGER HUNT

- Choose your location and time of day
- Create lists of objects to be found/ tasks to be completed
- Hide any clues/objects
- Recruit Teams
- Give them the lists/clues
- Set them off
- Have a celebration at the end/prize-giving

MO MILES FOR MEN'S HEALTH

- A walk/run/trek for men's health. Pick a route and distance.
- Pick a crew - who is running with you? Send out invites on socials, on email and pitch to your friends in person.
- Sign 'em up - get everyone fundraising in your Team on mo.com
- Fuel and fun - arrange food, drink and a post event cool down to reward your efforts.
- Spread the love - invite more runners and friends and family to cheer you on, or celebrate your achievements.
- Reward - give out small prizes or trophies for the fastest, the top fundraiser and the most committed.

SPORTS TOURNAMENT

- Choose your sport – football, rugby, golf, tennis, egg and spoon, whatever works for you.
- Set up a plan – are you going world cup or champions league – you can find printable tables online.
- Recruit Teams – make sure they all have great names (and are signed up for Movember).
- Run the tournament – make sure you've got some cheerleaders and referees.
- Prize giving!

MO BALL/DISCO

- Set a budget – work out how many people you can get there and how much everything will cost.
- Find a venue.
- Source food/drink/entertainment.
- Sell tickets.
- Give a speech on the night (or ask one of your Team to) reminding everyone why they're all there.
- Have a good time!

You can also organise competitions and incentives within your Team to boost their fundraising, and morale.



FUNDRAISING RESOURCES

We love our Mo's and we want to do everything we can to support you in your Movember journey.

HERE'S A LIST OF ALL THE GOOD STUFF:

- We've got [Canva social tiles](#) you can use to promote what your Team are up to
- Email and message [templates](#) to share with your Team to spread the word
- Our full [fundraising guide](#)
- [Posters and leaflets](#) to download and stick up everywhere
- [Social Media Assets](#) - for spreading the word of Mo
- [Email signature banners](#) - so everyone you email knows what a Mo legend you are
- [Advice on gift matching](#) - double those donations!
- Dedicated fundraising support staff - get in touch via email or phone - we're here for you



HOW TO MOTIVATE YOUR TEAM

So now you've got your Team together, chosen a name, decided what to do, it's time to get them motivated. Movember is a whole, hairy month and you need to make sure everyone enjoys it.

HERE'S SOME OF OUR TOP TIPS FOR HOW TO MOTIVATE YOUR TEAM:

- 01** Shave down – whoever is growing should really shave off that facial hair to have a clean slate ready for the month ahead.
- 02** Send messages – make sure your Team know what's going on, whether it's event admin, celebrating someone's achievements or letting everyone know about a donor match day, keep in touch throughout the month. And make sure everyone is OK.
- 03** Lead by example – make sure you're doing all the things you're asking your Team to do.
- 04** Give weekly prizes, who's made the most Mo-gress? Biggest donation? Furthest moved?
- 05** Hold an end of Movember party to celebrate all you've achieved.

Some people might have objections to growing a moustache, and that's OK! They might not be able to have one for work or personal reasons. Not a problem. They can join your Team but move, host or Mo their own way instead. If it's just someone being stubborn, explain why the Mo is King and is a walking, talking advert for men's health, so if they can, they should.



MO
AWARDS

OUR WAY OF SAYING THANKS

At Movember we're always looking for ways to thank you, our amazing supporters. When you're fundraising for us you can win prizes, get into our exclusive Movember Platinum Club and have donations matched on select days.

BY 11 DECEMBER:

Raise £250 for Mo merch of your choice.

BY 11 DECEMBER:

Raise £500 for Mo merch of your choice and a spot in our exclusive Platinum Club.

ON 9 NOVEMBER:

£20 added to your Mo Space by NordVPN for every £20+ donation received.

ON 23 NOVEMBER:

£20 added to your Mo Space by Gillette for every £20+ donation received.

ON 28 NOVEMBER:

One prize draw entry for every £15+ donation made by you or your supporters.

PLATINUM CLUB PERKS

And what is the Platinum Club we hear you cry? Platinum Club celebrates the people who go above and beyond, the MVPs of our fundraising community. Thank you. We see you. We appreciate you and we want you to know you're making an enormous difference.

NEW & EXCLUSIVE PLATINUM CLUB T-SHIRT

To celebrate you, our Platinum Club legends, we're creating a brand new and exclusive Platinum Club T-shirt which will be available to order at the end of 2023. Stay tuned for more details on how to get your hands on one of these.

PLATINUM CLUB



HOW TEAMS WORK

Here's a few fun facts you need to know about Movember Teams:

- Might seem simple, but a Team is made up of individuals fundraising for Movember.
- If one of your Teammates gets a donation on their Mo Space, that donation will automatically be added to your Team total.
- You can also get donations directly to your Team on your Team Mo Space. So if you've done a joint event and don't want it to just be on one Mo's page, this is where to put it.
- Teams can join challenges – compete against other Teams across the country. If your Team is in a challenge, your Team total contributes to the challenge total.
- Team group chat - chat to your whole Mo squad in the app.
- Our Operations Team can merge Teams if you've accidentally created two – email us the details of both Teams and we'll sort it. **Please note, this is irreversible.**
- You can leave a Team by going to the Team page and clicking the 'Leave Team' button just under the Team total.



TEAM CAPTAIN GUIDE

Got a question?
Drop us a line.

Telephone

0207 952 2060

Email

info.uk@movember.com

Stuck?

Have a look at our [FAQs](#)



MOVEMBER®

CHANGING THE FACE OF MEN'S HEALTH

