

 **MOVEMBER®**

KNOW

THY

NUTS



Activations Ideas

HOW'S YOUR PAIR HANGIN'?



IT'S TESTICULAR CANCER AWARENESS MONTH AND THIS APRIL, WE WANT YOU TO DO SOMETHING FUN TO GET MORE GUYS TALKING ABOUT THEIR NUTS. DON'T BE SHY. BE CREATIVE.

Testicular cancer is the #1 cancer among young guys. If caught early it's highly curable, but many men experience ongoing side effects from treatment. Early detection is vital, and that means dudes need to check their nuts on the reg. Knowing what feels normal makes it easier to notice if something changes so you can act and visit a doctor. Unfortunately, testicular cancer isn't on the radar for a lot of guys at risk and that's where you come in.

Help get it on the radar

We want every man to be aware of testicular cancer, including who's most at risk and when and how to check their nuts.

Be creative

Make your activity as fun as possible so people will want to talk about it and talk about their balls and balls generally.

5 GREAT WAYS TO GET NOTICED

HERE ARE 5 IDEAS FOR DIFFERENT ACTIVITIES DESIGNED TO GET PEOPLE'S ATTENTION AND GIVE THEM A GREAT TIME OR A CHEAP LAUGH, OR BOTH.

HOST A PARTY

Rally a crew and plan an event, maybe with a nut-related theme, to raise funds and awareness for testicular cancer. It's all about having a good time for a good cause.

SPORTS TOURNAMENT

Golf day, dodgeball night, an actual ball, pool tournament, whatever you like. With so many ball sports to choose from, what better way to get the word out about knowing your nuts.

UNDERWEAR RUN

There's no better way to catch peoples' attention than stripping down in public and running through campus or around town in support of such an important cause.

ASK PEOPLE TO ASK YOU ABOUT YOUR NUTS

'Accepted' fans may remember Actor Jonah Hill dressing up as a hot dog and screaming 'Ask me about my wiener' on the main campus lawn. Do that, but for nuts. It's never been more important.

HAVE IT YOUR WAY

Thinking about breaking a record or taking on a long-distance endurance challenge? The ballsier the idea, the more likely it'll get people interested and excited to support you.



Workplace

5 MINUTE PRESENTATION

Use the Movember presentation with speaking notes (or videos) found on the [community page](#) to give an informative talk about testicular cancer during lunch. Pair this with one of the activations below.

QUICK TRIVIA

Host a trivia game with questions about general health, testicular cancer facts, and health myths. This can be something short and delivered before a team meeting.

BALLOON KEEP-UP

Ask for a handful of volunteers. Volunteers compete to keep a balloon (representing a ball) in the air for as long as possible using only their breath. The winning team member wins a prize.

NUTTY' BAKE-OFF CHALLENGE

Employees can participate in a baking contest where they create nut-themed treats. This fun activity can also serve as a fundraiser, with proceeds going to testicular cancer research. PS: Always make sure it's a nut safe environment.

BLINDFOLDED NUT SORTING CHALLENGE

Ask for a handful of volunteers. Participating members are given a mix of different types of nuts in a bowl (like walnuts, almonds, and peanuts). Blindfolded team members must sort them by type as quickly as possible, relying on their teammates' guidance. The winning team or member wins a prize.

TESTICULAR CANCER SAFETY MOMENT

Use the [Testicular Cancer Safety Moment](#) instructions to deliver a safety talk at your construction/mining/oil & gas site.

ZOOM BACKGROUND

Provide "check your pair" [Zoom backgrounds](#) that can be used for the month of April.



Universities

UNDERWEAR RUN

There's no better way to catch peoples' attention than stripping down in public and running through campus or around town in support of such an important cause.

INTERACTIVE ART INSTALLATION

Create an interactive art piece on campus that encourages engagement. Post Movember posters nearby to bring awareness to the cause.

SPORTS MARATHON

Organize a day-long sports event featuring ball games (like basketball, soccer, tennis) and include informational booths about testicular cancer.

COMEDY NIGHT

Host a comedy show where part of the content is dedicated to spreading awareness in a humorous, yet respectful way.

NUTRITION WORKSHOP WITH A TWIST

Host a nutrition workshop where students can learn to make healthy, nut-based snacks. During the workshop, integrate discussions about the importance of overall health maintenance, including regular health check-ups.



Sports

WARM UP THE CROWD

Get the word out on social. Post event details and include a picture of you holding two of your chosen sport's balls. Don't forget to tag us at @movember.

MIX & MATCH BALLS

Put a twist on your sport. Kick around a basketball in a game of football. Shoot your shot on the basketball court with a soccer ball.

GET YOUR HALF TIME REFRESHMENTS

Anything will do, but nuts would be our first draft pick.

HUDDLE AROUND

Knowing thy nuts is an important message the whole team should know. Run a session in April to get the whole team onboard.

LET THEM KNOW WHAT TIME IT IS

Post reminders in the group chat to check yourself throughout Testicular Cancer Awareness Month - and beyond.



Schools

LESSON PLANS

Incorporate Know Thy Nuts into your next lesson to educate students about Testicular Cancer and how to check themselves.

COMPETITIONS

Encourage students to create informative posters to display around the school.

ASSEMBLY PRESENTATION

Use the Movember presentation with speaking notes to host an assembly on the importance of testicular cancer. Find it on our [community page](#).

ART EXHIBITION

Get students to create a piece of art that relates to testicular cancer. Encourage schools to host an exhibition and charge for tickets.

COFFEE MORNING

Hold a coffee morning with baked goods and invite a speaker/ambassador to attend and share their personal story.

DODGEBALL TOURNAMENT

Hold a student versus teachers tournament. Could also include an odd shaped ball or one with a lump to demonstrate the importance of checking. Don't dodge them, check them.

BALL PIT FUNDRAISER

Create a temporary ball pit at school and charge students for a designated time in the pit.



THANK YOU

For more information, visit Movember.com/knowthynutscommunity