



MO YOUR OWN WAY TOOLKIT





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GO BIG
GO BOLD

Go all the way for men's health.

Mo Your Own Way is a choose-your-own-adventure challenge epic in scope and scale.

Hike your state's highest mountains. Give up sugar for a month. Run a cross-country relay with friends. Do dares for donations. **Mo Your Own Way** means you make the rules.

The donations you inspire will help fund groundbreaking projects across men's mental health and suicide prevention, prostate cancer, and testicular cancer.



HOW TO MO YOUR OWN WAY

- 01 Sign up via the Movember app or at movember.com**
- Choose to **Mo Your Own Way** this Movember.



- 02 Set up your Mo Space**
- Set a fundraising target.
Write a motivation message.
Upload a profile pic. Share!

- 03 Set your own epic challenge**
- Make it big. Make it bold.
If it's a gruelling test of physical endurance, make sure you connect your fitness app to your Mo Space.

- 04 Make it count**
- Ask friends and family to back your event by donating or sponsoring your epic endeavor. Together, we can stop men dying too young.

READY SET MO



OUR WAYS TO MO YOUR OWN WAY

Mo Your Own Way isn't for the faint of heart. It's about making a real impact on men's health by going past your comfort zone.

Some might say, you're taking the offramp from the comfort zone into the danger zone (for the sake of safety, we'll say you're going to the challenge zone).

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A GUIDE TOWARDS AN EPIC MO YOUR OWN WAY

Raise some brows

The best challenges tend to prompt the response "you're doing what?!" Get that right and donations will follow.

Whenever, wherever

Indoors, outdoors, in a single day, over several weeks or across the year. This is your challenge. You make the rules.

Make it epic

Come up with your idea. Then add another 20%.

Have fun doin' good

Whatever you do, however much you raise, if you're having a good time, you're nailing it.

BIG, BOLD IDEAS

Here's some inspo to get your brain juices flowing:

Ride on

Think riding from one city or town to another or have a go conquering your region's highest peak. Use every drop of sweat to dial up more funds.

Mo without

Get sponsored to give up caffeine, sugar, or alcohol for the month. Fine yourself when you fumble. You'll raise funds and improve your health at the same time. Who doesn't love a twofer?

Take a hike

One-day trek or multi-day challenge. Scale mountains and watch your donations soar.

Do dares for donations

They set the dare and name their donation amount. You go all out for men's health.

Run a relay

Rally a group and set your sights on the horizon – each person runs a leg to hit a combined target, like the distance of your state borders. Pull together to inspire donations.

Karaoke nights

Post a video of you singing online and challenge your mates to do it better or differently. Take requests and ask for donations.

Mo-a-thon

Livestream a workout in which people make pledges against the activity you're doing.



ASKING FOR DONATIONS

The scariest part of doing Mo Your Own Way? For many, it's asking for donations.

BUT TAKE THESE STARTERS, AND YOU'VE GOT THIS:

Explain your challenge

It's as simple as saying: "I'm cycling from the capital to the coast to support Movember and men's health" – or whatever your big, bold, and epic challenge is.

Ask for a donation

The answer will always be no if you don't ask. So start with one of these messages, customize it, then hit send.

"I'm taking on a gruelling test of physical endurance to raise funds for men's health. Can I count on your donation?"

"I'm going big and bold to change the face of men's health. Will you chip in and support me?"

"I'm going all out. Are you all in? Donate to support my epic fundraising challenge."

Tell them how

You've got two options: "To donate, big or small, visit my Mo Space. The link is..."

"Make a cash donation. I'm transferring/sending my total to Movember at the end of the month..."

Pre-written emails and social posts

Most of us would rather be out and about sweating for Movember instead of sweating in front of a blank Word document. Our scribes have written some email templates for you to send out and really get donations flowing. Download the templates from our [fundraising resources page](#).



If you're taking on an epic physical challenge, there's one foolproof way to stay fired up: connect your fitness app to your Mo Space.

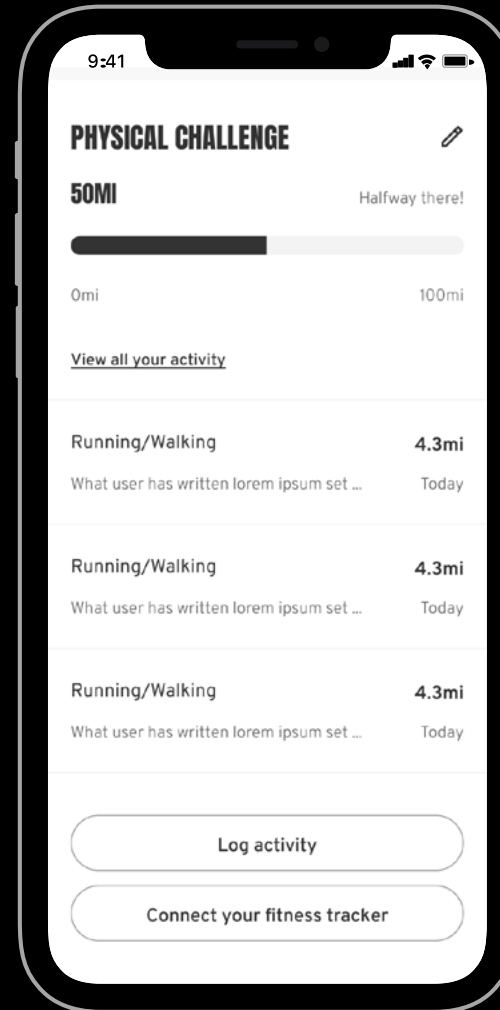
Linking your fitness app allows you to track your progress and easily share updates that inspire donations.

THREE SIMPLE STEPS

- 01** Fire up the Movember app or log into your Mo Space on movember.com.
- 02** Set your bold challenge by selecting one or more of the following: 'Run', 'Walk', 'Cycle', 'Swim', 'Row' or 'Generic workout'.
- 03** Follow the prompts to connect your fitness app.

The Movember app supports Garmin Connect, Fitbit, Strava, Apple Health and Google Fit.

movember.com supports Garmin Connect, Fitbit and Strava.



KEEP IN MIND

Movember only records sessions you start and stop tracking using the prompts in the app. We won't track any additional distance covered outside of these prompts.

It can take a while for your tracked activity to appear on your Mo Space. Don't worry if you can't see it immediately – it's coming.

If your challenge involves multiple activities (e.g. running, swimming and rowing), you can track them all individually and have the results sync to your Mo Space.

If your challenge is a workout – for example, an ab-burning number of burpees or something similar – select 'Generic workout'.

Heads up: your app won't track or log individual movements, just the fact that you've clocked a session. (there's always Instagram reels, of course).

Your Mo Space will only display your completed sessions after you've connected your fitness app.

CONNECTING YOUR FITNESS APP TO MO SPACE





HOW TO ASK FOR SPONSORSHIP

An event sponsor can give your fundraising big time backing.

HERE'S HOW TO SECURE ONE.

- 01 A letter is best. Classic and sincere.**
- 02 Address the person you're reaching out to by name.** Acknowledge their role in the business and explain who you are, who you're writing on behalf of, and, of course, why you're getting in touch.
- 03 Explain what kind of event you're hosting.** Include details like time, location and theme.
- 04 Don't be shy. Ask your questions with confidence.** Be specific with the donation amount you're requesting. Communicate clearly that it's for a good cause (feel free to adapt the suggested message below). More often than not, you'll get what you ask for. Let them know how much your event hopes to raise, and the impact their donation would make.
- 05 It's important to highlight how supporting your event complements the sponsor's** broader community goals, and how your goals align. Show them what's in it for them.
- 06 Highlight how the sponsor will be promoted at your event** – give them options, if possible. Maybe it's posters on walls, a banner across the scoreboard, social media articles on your website and regular mentions throughout the month.
- 07 Include your contact information.** The letter is your intro, but a follow-up call or meeting is where you'll hopefully lock down the details and secure your sponsorship.
- 08 Keep it short and sharp.**

Adapt this message for a sponsor:

"I'm fundraising for Movember, the leading charity changing the face of men's health. Across the world, men are dying earlier than women, and for largely preventable reasons.

Movember is addressing some of the biggest health issues faced by men – prostate cancer, testicular cancer, and mental health and suicide prevention – finding and investing quickly in innovative health projects (more than 1,250 since 2003) across the world to help stop men dying too young"



MO YOUR OWN WAY TOOLKIT

Use the Movember app

It's easy, quick and loaded with features. Get notified whenever donations roll in. Track your progress, check in on your team and any challenges you're part of, get the latest Movember news while connecting with clubs and the wider Movember community. Get the app from the [App Store](#) and [Google Play](#).

Use Facebook Fundraisers

What if we told you that you're likely to raise 180% more funds than your average Mo by using one simple trick? With Facebook Fundraisers, you can easily link your Mo Space fundraiser profile and Facebook account. That way, friends and family can donate to your Movember fundraiser directly through Facebook – they don't even need to leave the app. And that statistic is true: people who do this raise 180% above average.

Use Canva custom graphics

Jazz up your posters, email signatures, and social media posts with Movember graphics on Canva. They're free and there's one for every situation. [Sign up for Canva here](#).

See our other fundraising guides

You'll find even Mo ideas and resources on our [fundraising resources page](#).

SUPERCHARGE YOUR FUNDRAISING

CONTACT US

Got a question? Drop us a line:

Email info.us@movember.com

Phone (310) 450-3399



MOVEMBER®

CHANGING THE FACE OF MEN'S HEALTH