

 **MOVEMBER<sup>®</sup>**

# **MOVE TOOLKIT**

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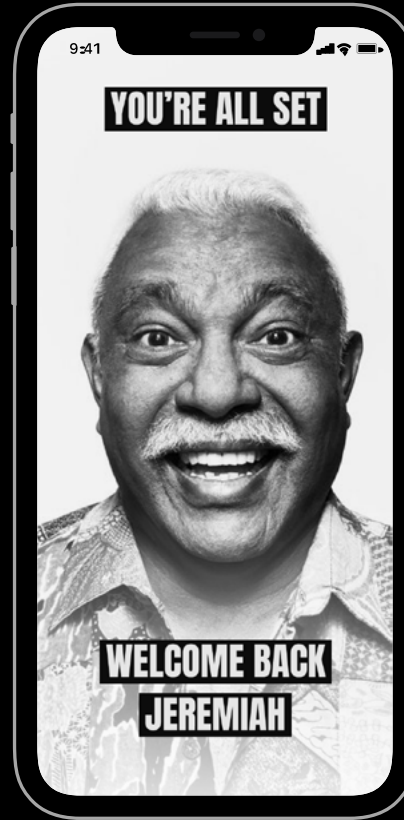
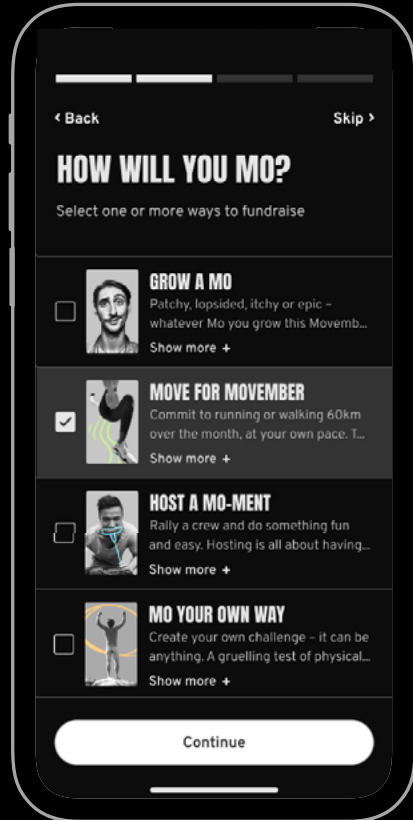
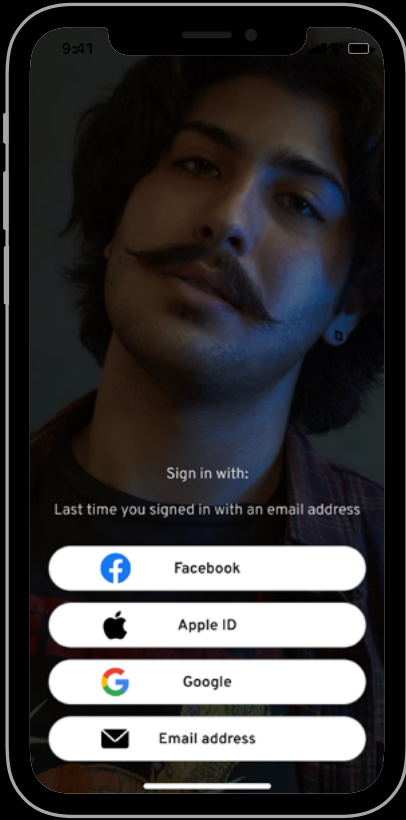


Globally, one man takes his own life every minute, of every day. That's 60 men each we lose every hour who should still be here today.

This Movember, we're asking you to make your **Move** - for them. Commit to walking or running 60mi over the month. You don't have to be an ultra-athlete - or an athlete at all. Move is for everyone. Put one foot in front of the other, and you've already made a start.

A group of five runners (three men and two women) are jogging on a paved path at night. They are wearing various athletic gear like jackets and leggings. The background shows trees and a building with lights.

# MOVE FOR MOVEMBER



## HOW TO MOVE

**01 Sign up via the Movember app or at [movember.com](http://movember.com)**

And choose to **Move** for men's health.



**02 Set up your Mo Space**

Set a fundraising target.  
Write a motivation message.  
Upload a profile pic. Share!

**03 Chip away, your way**

Hit it fast. Take it slow. Run solo.  
Join a team. Pound the pavement.  
Or make a date with the treadmill.

**04 Make it count**

Call on friends and family to back you with a donation, and change the face of men's health.

# READY SET MO

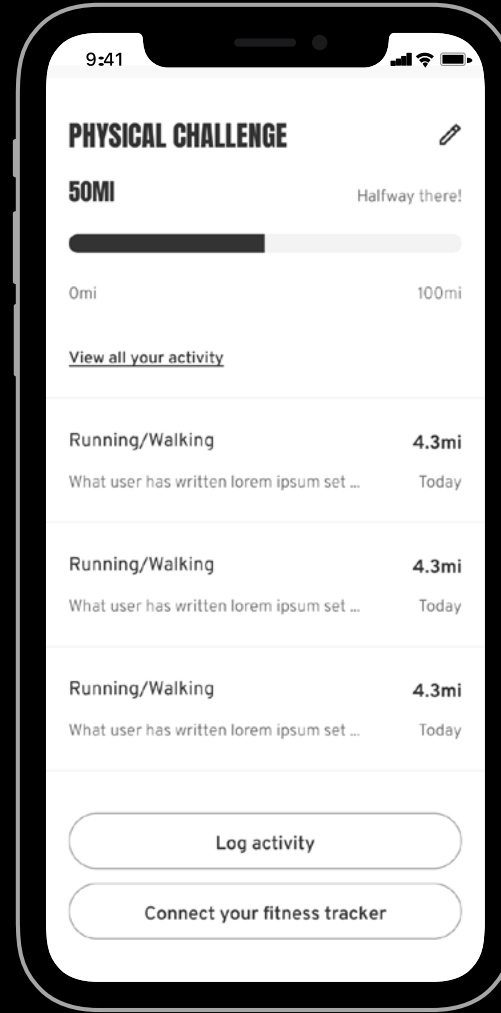
Whether you're taking on Movember's *Move* challenge or *Mo Your Own Way*, linking your fitness app lets you track your progress and share updates that inspire donations. All while motivating you to smash your target.

THREE SIMPLE STEPS

- 01 Fire up the Movember app or log into your Mo Space on [movember.com](http://movember.com).
- 02 Set your Move challenge by selecting 'Run' or 'Walk'.
- 03 Follow the prompts to connect your fitness app.

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

[movember.com](http://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.

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

PRIVACY AND TROUBLESHOOTING

Your privacy matters

To read about the information that your fitness app shares with Movember, visit [movember.com/privacy](http://movember.com/privacy).

Having trouble?

If you can't sync your fitness app to your Mo Space, [get in touch](#) with your local Mo Team.

# CONNECTING YOUR FITNESS APP TO MO SPACE







# GETTING MO DONATIONS

## Moving this Movember but find you're standing still with donations?

The guide helps you spend less time sweating the small stuff, and more time sweating for men's health.

### Say why

Explain your Move pledge: "I'm running 60mi this Movember for the 60 men we lose every hour to suicide."

Then ask for that donation. Choose the phrase that fits your motivation:

- "Donate to help me change this number."
- "Donate in memory of the men who should still be here today."
- "Back me, and we can stop men dying too young."

## Move for the masses

Gather your friends or colleagues for a group run. Recruit someone to be the leader of the pack, then ready, set, sweat!

## Friendly competition

Throw down a challenge to your friends: who will be first to complete their 60? The winner receives a donation to their Mo Space.

## Move FM

Share daily Move playlists for extra donations. Or have your donors pay extra to add songs.

## Slow mover

Take your time. Space your moves over the month, asking people to chip in for each session logged. We all know the story of the tortoise and the hare.

## Move in twos

Get a mate on board and walk your 60mi together. Can't do it side-by-side? Plug in your earphones and give each other a call. It's also a great opportunity to check in with each other.

## 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](#).



**There are no shortcuts to reaching 60mi. But when it comes to your fundraising target, here are a few tips to reach it quicker.**

**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 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.](#)

**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.

**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](mailto:info.us@movember.com)

**Phone** (310) 450-3399



**MOVEMBER®**

CHANGING THE FACE OF MEN'S HEALTH