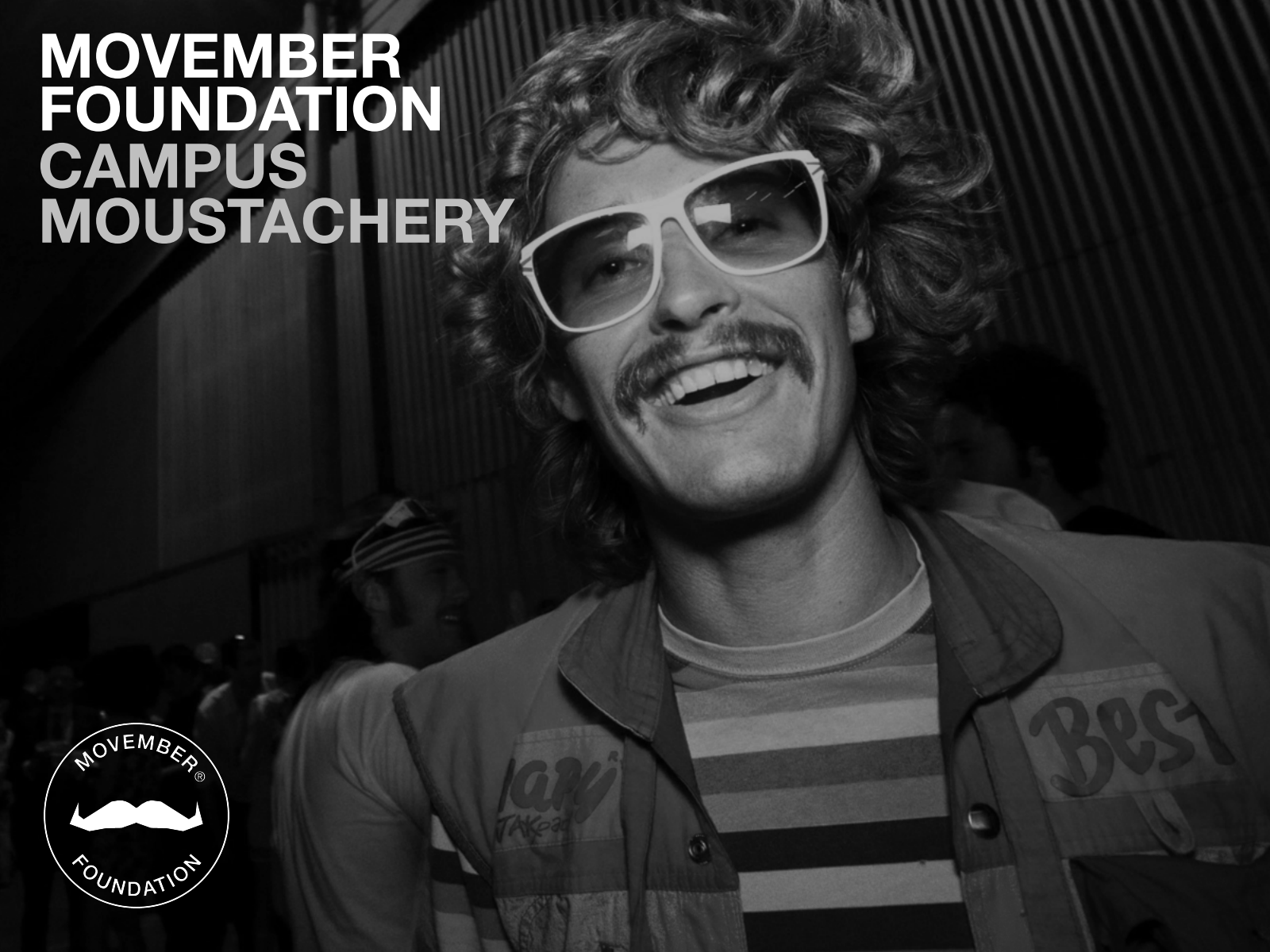


MOVEMBER FOUNDATION CAMPUS MOUSTACHERY



A black and white photograph of two men with mustaches, both smiling and standing with their arms crossed. The man on the left is older, with grey hair, wearing a light-colored button-down shirt and a watch on his left wrist. The man on the right is younger, with dark hair, wearing a blue and white checkered button-down shirt. The background is dark and out of focus.

OUR VISION

TO HAVE AN
EVERLASTING
IMPACT ON
THE FACE OF
MEN'S HEALTH



THE MOVEMBER FOUNDATION IS THE GLOBAL CHARITY
RAISING FUNDS AND AWARENESS FOR MEN'S HEALTH.

WHEN IT COMES TO THEIR HEALTH, TOO MANY MEN DON'T TAKE ACTION AND DIE TOO YOUNG.
WE WANT TO HELP MEN LIVE HAPPIER, HEALTHIER, LONGER LIVES
THROUGH INVESTING IN THREE KEY AREAS:

PROSTATE CANCER, TESTICULAR CANCER AND SUICIDE PREVENTION.

SINCE 2003, WE'VE EMPOWERED MILLIONS OF MEN AND WOMEN
TO JOIN THE GLOBAL MEN'S HEALTH MOVEMENT.

THROUGH THE MOUSTACHES GROWN, THE CONNECTIONS CREATED
AND THE CONVERSATIONS GENERATED, WE'VE RAISED OVER \$710 MILLION
AND HELPED FUND OVER 1,000 BREAKTHROUGH MEN'S HEALTH PROGRAMS IN 21 COUNTRIES.

**THE
FOUNDATION**

GET INVOLVED

MEN AND WOMEN START BY SIGNING UP AT MOVEMBER.COM,
THEN CHOOSE TO:



GROW

START CLEAN SHAVEN ON NOV. 1ST THEN GROW AND GROOM THEIR MO'S FOR THE NEXT 30 DAYS. THE CONVERSATIONS THAT HAPPEN AS A RESULT OF THE MOUSTACHE ARE THE LIFEBLOOD OF THE MOVEMBER FOUNDATION.



GIVE

USE YOUR MOUSTACHE OR YOUR COMMITMENT TO MOVE TO RAISE FUNDS FOR THE MOVEMBER FOUNDATION. SHARE THE LINK TO YOUR MOVEMBER FUNDRAISING PAGE WITH FRIENDS, FAMILY, AND COLLEAGUES TO DONATE TO CHANGE THE FACE OF MEN'S HEALTH.



MOVE

WE'LL ALWAYS BE ABOUT THE MOUSTACHE, BUT NOW THERE'S MORE THAN ONE WAY TO CHAMPION MEN'S HEALTH IN MOVEMBER. MOVE IS A 30-DAY FITNESS CHALLENGE TO RAISE FUNDS AND AWARENESS.

FIVE STEPS TO COLLEGE MOUSTACHERY

A black and white photograph of a man with a mustache and sunglasses, looking directly at the camera. The image is partially obscured by a vertical bar on the left side of the page, which contains five numbered steps.

1

SPREAD THE WORD

THE BIGGEST ISSUE ON COLLEGE CAMPUS IS CONFUSION ABOUT WHAT MOVEMBER IS AND WHAT WE DO. HERE ARE SOME TIPS TO GET THE CONVERSATION STARTED....



TAKE TIME TO TALK WITH YOUR GROUP OR KEY LEADERS OF OTHER STUDENT GROUPS LIKE FRATERNITIES, SPORTS TEAMS, CLUBS, OR GRADUATE PROGRAMS



CONNECT WITH ADMINISTRATORS LIKE CAMPUS RECREATION, HEALTH & WELLNESS, AND STUDENT GOVERNMENT TO FIND WAYS TO SPREAD THE MESSAGE



UTILIZE SOCIAL MEDIA TO GENERATE AWARENESS AND BUILD INTEREST



CONTACT SCHOOL OFFICIALS ABOUT PUTTING POSTERS UP IN HIGH TRAFFIC AREAS OR SETTING UP A TABLE IN HIGH TRAFFIC AREAS TO SPARK CONVERSATIONS WITH THE CAMPUS COMMUNITY

2

DRIVE SIGN UPS

3

PUSH FUNDRAISING

4

GENERATE
COMPETITION

5

CELEBRATE WITH
EVENTS

FIVE STEPS TO COLLEGE MOUSTACHERY

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CELEBRATE WITH
EVENTS

IT TAKES ABOUT A MINUTE TO SIGN UP ON MOVEMBER.COM, BUT
SOMETIMES PEOPLE NEED A LITTLE PUSH...

HOST A REGISTRATION DRIVE SOMEWHERE CENTRAL ON
CAMPUS DISTRIBUTING MOVEMBER MESSAGING WHILE SIGNING
MO BROS AND SISTAS UP ON MOVEMBER.COM

PROVIDE INCENTIVES FOR SIGNING UP LIKE WRITING THEM A
MOUSTACHE INSPIRED HAIKU OR (IF YOU HAVE SOME BUDGET)
GIVING OUT MOVEMBER SHIRTS YOU DESIGNED

BRING YOUR LAP TOP TO PUBLIC PLACES OR GROUP MEETINGS
TO SIGN FOLKS UP ON THE SPOT

BUT IF YOU DON'T HAVE YOUR LAPTOP, THE MOVEMBER APP
WORKS JUST AS WELL FOR SIGN-UPS AND DONATIONS, SO
ENCOURAGE PEOPLE TO DOWNLOAD THE MOVEMBER APP

FIVE STEPS TO COLLEGE MOUSTACHERY

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EVENTS

MOVEMBER IS ALL ABOUT MICRO-FUNDRAISING WITH THE AVERAGE PARTICIPANT RAISING ABOUT \$100, SO GET CREATIVE AND SHOOT FOR THOSE \$10-\$20 DONATIONS...



ENCOURAGE TEAMMATES TO KICK THINGS OFF IN THE RIGHT DIRECTION WITH A SMALL DONATION TO THEMSELVES



MAKE THE ASK! WHAT'S THE WORST THAT HAPPENS? IT ALWAYS HELPS TO OFFER A NICE THANK YOU OR INCENTIVE TO DONATE LIKE A SIGNED HEADSHOT OF YOU & YOUR MOUSTACHE



CUSTOMIZE THE MOVEMBER TEMPLATE EMAILS TO TELL THE STORY OF WHY YOUR TEAM IS PARTICIPATING SO TEAMMATES CAN EASILY EMAIL FRIENDS & FAMILY



SET GOALS & INCENTIVES FOR MO'S ON YOUR TEAM AND SEND WEEKLY UPDATES ON PROGRESS THROUGHOUT THE CAMPAIGN

FIVE STEPS TO COLLEGE MOUSTACHERY

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CELEBRATE WITH
EVENTS

MOVEMBER.COM HAS REAL TIME LEADERBOARDS THAT TRACK FUNDS RAISED FOR INDIVIDUALS, TEAMS, AND NETWORKS USE THIS COMPETITIVE FEATURE TO GENERATE COMPETITION



TO SETUP A NETWORK, A HOUSING FUNCTION ON THE WEBSITE THAT ALLOWS TEAM & INDIVIDUALS TO COMPETE UNDER ONE BANNER, PLEASE CONTACT INFO.US@MOVEMBER.COM



NETWORKS CAN BE USED TO UNITE YOUR CAMPUS, LEAGUE, OR EVEN A SPECIFIC GROUP TYPE



NETWORK LEADERS ARE ENCOURAGED TO CREATE COMPETITIONS AROUND SIGN UPS, FUNDRAISING, FACIAL HAIR, OR NUMBER OF MOVES



JOIN THE "BIG MO ON CAMPUS" NETWORK AND COMPETE FOR SOME AWESOME PRIZES FROM MOVEMBER HQ

FIVE STEPS TO COLLEGE MOUSTACHERY

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CELEBRATE WITH
EVENTS

EVENTS CAN BUILD AWARENESS, DRIVE REGISTRATIONS, HELP WITH FUNDRAISING, AND CREATE FUN/REMARKABLE EXPERIENCE FOR ALL THAT ATTEND. HERE ARE A FEW IDEAS TO HELP YOU BRING THE PARTY THIS MOVEMBER...



KICK-OFF THE MONTH WITH A “SHAVE THE DATE” EVENT WHERE ALL THE GUYS START THE MONTH CLEAN SHAVEN



PUT THE MEN’S HEALTH MESSAGING INTO ACTION BY HOSTING A MOVE EVENT ON CAMPUS. THE COULD BE ANYTHING FROM A 5K RUN TO A CORNHOLE TOURNAMENT...JUST STAY ACTIVE!



REINFORCE THE MEN’S HEALTH MESSAGING BY ORGANIZING A TALK ON CAMPUS. TRY REACHING OUT TO RESEARCHERS OR HEALTH AND WELLNESS TO HELP SET UP



MO PARTIES TAKE MANY FORMS, BUT TRY AND FIND SOME WAY TO UNITE THE TEAM AND CELEBRATE A GREAT MONTH. GIVE OUT AWARDS AND LEAVE ON A HIGH NOTE TO BUILD MOMENTUM FOR THE NEXT CAMPAIGN

SEE YOU IN MOVEMBER

VISIT MOVEMBER.COM OR EMAIL US INFO.US@MOVEMBER.COM
GROW, GIVE, HOST OR MOVE AND SPREAD THE WORD #MOVEMBER

