# Mo Your own way communications toolkit

**PART ONE: EMAILS**

EMAIL 1: BEFORE YOUR CHALLENGE

**STEP 1:** **Choose the subject line that best represents you**

1. Here’s how far I’ll go to save a bro – will you back me?

2. Can you help me go big and bold for men’s health?

3. I’m going all-out for Movember. Chip in?

**STEP 2: Copy and paste this text into your email encourage donations**

Hey [First name],

Did you know that on average men die 6 years earlier than women? And for reasons that are largely preventable. It’s a global problem that demands out-of-the-box thinking, which is why I’m taking on a challenge of epic proportions to raise funds for Movember and stop men dying too young.

It’s called Mo Your Own Way and for me it looks like this: [briefly name and/or describe your challenge].

[If your challenge falls outside the month of November, use this middle paragraph]

And I know what you’re thinking “but it’s not November?!” and you’d be right. But the men’s health crisis is a year-round problem that Movember works year-round to address – and I want to do my bit. The money I raise will help fund [groundbreaking projects](https://au.movember.com/about/foundation) across mental health and suicide prevention, prostate cancer and testicular cancer.

[If your challenge falls in November, use this middle paragraph]

The money I raise will help fund [groundbreaking projects](https://au.movember.com/about/foundation) across mental health and suicide prevention, prostate cancer and testicular cancer.

Movember has funded 1,250 game-changing health projects so far – but there are millions more fathers, partners, brothers and sons and friends to reach. That’s where I come in, and that’s where you come in.

I’ve set myself a bold task and an ambitious fundraising target. Your donation, big or small, will help me get there. Donating is easy – just follow the link to my Mo Space below. You’ll also be able to track my progress.

So, can I count on your support? Together, we can change the face of men’s health.

[Insert your name here]

[Insert Mo Space URL here]

movember.com

EMAIL 2: AFTER YOUR CHALLENGE

**STEP 1:** **Choose the subject line that best represents you**

1. Drum roll please. I hit my Movember target...

2. Woohoo! I hit my target!

**STEP 2:** **Copy and paste this text into your email encourage donations**

Hey [First name],

It’s official – my Mo Your Own Way challenge is done and dusted. I [briefly name/describe the challenge you completed] for Movember to raise much-needed funds for men’s health, and I’m proud to say I made it over the finish line.

It wasn’t easy, but it was worth it – I did it for all the fathers, partners, brothers, sons and friends in my life and across the world. Now I’m hoping you can make my impact even bigger by chipping in with a donation.

Big or small, your donation will help fund [groundbreaking projects](https://au.movember.com/about/foundation) in mental health and suicide prevention, prostate cancer and testicular cancer.

I went all out, so are you all in? Anything you give will help change the face of men’s health and I’d be incredibly grateful.

If you’d like to chip in, please use the link below. Thanks for your support,

[Insert your name here]

[Insert Mo Space URL here]

movember.com

**PART TWO: TEXTS AND SOCIALS**

TEXT MESSAGE

**STEP 1:** **Choose a message, then copy and paste it into a text message to encourage donations**

1. Buckle up! I’m going big and bold to raise funds for men’s mental health and suicide prevention, prostate cancer and testicular cancer. Will you back me with a donation? [insert Mo Space URL]
2. I’ve set myself a bold challenge to raise funds for Movember, to help stop men dying too young. Any donation big or small will make a difference. Will you chip in? [insert Mo Space URL]

SOCIAL POSTS

**STEP 1:** **Choose a message, then copy and paste it to your social channels to encourage donations**

**Facebook:**

1. Buckle up! I’m going big and bold to raise funds for Movember and I need your help. Any donation big or small will help fund groundbreaking projects across mental health and suicide prevention, prostate cancer and testicular cancer. So, can I count on your support? You can donate and follow my progress here: [insert Mo Space URL]
2. Men’s health is in crisis, and I want to do my bit to help. To raise funds and awareness, I’m taking on the Mo Your Own Way challenge, which for me means [briefly name/describe your challenge].
3. I’ve set an ambitious target – will you donate to help me get there? Every donation big or small will help fund groundbreaking projects across mental health and suicide prevention, prostate cancer and testicular cancer.

You can donate and follow my progress here: [insert Mo Space URL]

Thanks for your support.

**Instagram and Twitter**

1. Buckle up! I’m going big and bold to raise funds for Movember and I need your help. Any donation big or small will help fund groundbreaking men's health projects. Can I count on your support? [insert Mo Space URL]