

 **MOVEMBER®**

# **MO SISTERS X MOVEMBER**

SUPPORTING MEN'S HEALTH: A MO SISTER GUIDEBOOK



HAVE FUN, DOIN' GOOD	3
WHAT IS A MO SISTER?	4
MEN'S HEALTH IS IN CRISIS	5
WHY BE A MO SISTER?	6
TESTIMONIALS	7
HOW TO GET INVOLVED	8
FUNDRAISING	9
A FEW EXAMPLES	10
TOOLS & RESOURCES	11

# TABLE OF CONTENTS



**HAVE FUN  
DOIN' GOOD**

Mo Sister's are the ultimate sidekick for helping men live longer, healthier, happier lives!

Women play a crucial role in raising awareness and funds for men's health issues, and their unwavering dedication to the cause make a huge impact.

The involvement of women is essential to the success of any Movember campaign.

Not sure how to recruit Mo Sisters? We are here to help!

Use this toolkit as the ultimate playbook for engaging Mo Sisters in your Movember campaign!

It's your one-stop-shop for all things Mo Sister, providing a comprehensive set of resources including

- Creative ideas for how to get involved as a Mo sister
- Recruitment Email Templates
- Mo Sister Social Media Assets

...and so much more.



## MO SISTERS

The ultimate wing woman for men's health.

Introducing the Mo Sister, an ally and champion for men's health!

Mo Sisters' are partners, mothers, sisters, friends, and colleagues who inspire men to take action for their health ...all while having a whole lot of fun.

You don't need a moustache to join in on the fun. Mo Sisters can be the one who rallies the troops, hosts events, raises funds, spreads health information throughout the month and so much more.

Mo Sisters make a huge impact in men's health, and we couldn't do it without them.

# WHAT IS A MO SISTER?





# MEN'S HEALTH IS IN CRISIS

Our fathers, partners, brothers and friends are facing a health crisis that isn't being talked about. Men are dying too young. Mo Sisters play a vital role in helping men live longer, healthier and happier lives.

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## 3 OUT OF 4

Suicides in Canada are men

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## 1 IN 8

men will be diagnosed with prostate cancer

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## YOUNG MEN

Testicular cancer is the most common cancer in men aged 15-40

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## 5 YEARS EARLIER

Globally, men die 5 years earlier than women

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# WHY BE A MO SISTER?



**5 reasons to join the Movember movement and help make a difference in men's health.**

### **SHARE IMPORTANT HEALTH MESSAGING**

Access to health resources is key! Break the stigma, promote change, and share health tips to help men prioritize their physical and mental health.

### **FEEL CONNECTED AND PART OF THE TEAM**

Join a Movember team, make friends, have fun, and support men's health.

### **YOUR DONATIONS MAKE AN DIFFERENCE**

Make a life-saving impact. With your help, we've already funded over 1,250 men's health projects worldwide. Learn more about impact here.

### **A CAUSE THAT IMPACTS EVERYONE**

You're not just helping men, you're also making a positive impact on families, friends, and community.

### **MONTH-LONG FUN**

From moustache jokes to exercise challenges, Movember is all about havin' fun, doin' good.



## HEAR FROM OTHER INSPIRATIONAL MO SISTERS



“Joining Movember and facing cancer has opened our eyes to how important it is to be open, honest, and supportive of our children. We want our boys to know it’s okay to ask for help, feel really big emotions, and face scary thoughts.”

JESS TAYLOR  
4-YEAR MO SISTER



“Participating in Movember each year seems like a fitting tribute to my dad, who coincidentally lost his cancer battle during the month of November back in 2015. Over the last seven years, I’ve combined my love of walking with Movember’s global fundraising event to get moving for men’s health.”

XÍCH-VÊ HÔ  
10-YEAR MO SISTER

# TESTIMONIALS



# HOW TO GET INVOLVED

There are multiple, inclusive ways to sign-up and get involved:

### GROW A MO

Grow, draw, make a moustache and become a walking billboard for men's health

### MOVE

Run or walk 60 miles over the month

### HOST A MO-MENT

Put on an event to raise donations

### MO YOUR OWN WAY

Your rules, your way. Something new, unique, and creative!

01



02



03



04







# FUNDRAISING

## MO GAMES

Host an event with moustache-themed games, such as Pin the Moustache on the Celebrity, Moustache Trivia or Moustache Twister.

## MO-TASTIC SALE

Bake some treats and decorate them with moustache designs to sell at your workplace or a community event. We have an event kit full to inspire you.

## MO-INSPIRED DÉCOR

Decorate your workspace with moustache-themed items and health information to raise awareness about men's health during Movember.

## DONATE YOUR TALENTS

Whether it's music lessons or graphic design, offer your skills and donate the proceeds to Movember to support men's health.

## GET SWEATY WITH FRIENDS

Host a fitness challenge and challenge your friends, family, or colleagues to a push-up or squat challenge, or something even more extreme.

## CHALLENGE YOURSELF

Challenge yourself to a personal fitness goal, such as climbing the stairs every day of the month, or even attempting to walk as many stairs as Mount Everest.

## GET SOCIAL

Spread Mo love on your socials. Share men's health facts, why you Mo, pictures and more. Check out our social media guide.

## RECRUIT TEAMMATES

Rally your network and motivate others to join the team, get in on the fun and help you reach your fundraising goals.



### UNIQUE PHYSICAL CHALLENGE

#### Alexandra Szatan

In 2021, Alexandra set herself the challenge of running every day of the month with a unique twist - she ran a distance equal to the date divided by two. Starting with 1/4 miles on the 1st and finishing with 9 miles on the 30th, Alexandra proved that anyone can set and achieve fitness goals with a bit of creativity and determination.

Alexandra's challenge wasn't just about pushing herself to the limit - it was also a way to raise money for a great cause. Alex was able to raise over \$4,500 in 2021 and \$23,694 since 2018.



### CHAMPIONING MOVEMBER IN THE WORKPLACE

#### Bailey Forfar and Hannah Gilks

For over 4 years, Bailey and Hannah have been at the forefront of the BMO Capital Markets Movember team. As Mo Sisters, they've brought their own unique style and energy to the cause, organizing educational lunch and learns, fun social events, and even whiskey tastings to help raise funds and awareness for men's health.

They also keep the team engaged and motivated throughout the month, sending out engaging newsletters with progress updates, pictures of their impressive Mo growth, and even trivia contests with prizes.

Thanks to their hard work and dedication, the BMO Capital Markets team has become one of the top Movember fundraisers in the world, raising over \$165,000 in 2022.



### UNIQUE PHYSICAL CHALLENGE

#### Leah Wilson

Leah Wilson may not be able to grow a mustache, but that didn't stop her from getting involved in the fun of Movember. Inspired by the iconic Tom Selleck, Leah created shirts with his mustache front and center, and committed to wearing a new Tom Selleck shirt every day for the month of Movember.

Leah's challenge wasn't just a fun way to show support for men's health - by wearing her Tom Selleck shirts every day, Leah sparked countless conversations about the importance of men's health.

Leah raised over \$5,000 in 2021 with her creative initiative.

# A FEW EXAMPLES



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**01** Download each tool on the right

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**02** Customize each to suit your style

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**03** Use them to engage Mo Sisters  
in your Movember campaign

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**MO SISTER RECRUITMENT EMAIL**

**MO SISTER SOCIAL MEDIA ASSETS**

**CONTACT US**

Got a question? Drop us a line:

**Email** [info.ca@movember.com](mailto:info.ca@movember.com)

**Phone** 1-855-4GROWMO  
(1-855-447-6966)

# TOOLS & RESOURCES IT LEGAL