



e-book

Observing *Movember*

**9 activities for engaging employees around
men's physical & mental health**



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What is *Movember*?

Movember is an annual event that raises awareness for men's health issues, such as prostate cancer, testicular cancer, and mental health.

If you've ever noticed an increase of facial hair during the month of November, then you've witnessed the movement - all month the Movember Foundation encourages people to grow moustaches in show of solidarity for the cause.

But why moustaches?

Born in Melbourne, Australia in 2003, the Movember movement started when two friends, Travis Garone and Luke Slattery, met up and hatched a plan to promote men's health - and bring back the moustache at the same time.

They challenged their friends to grow a "Mo" during the month of November to raise money for prostate cancer. And they found 30 men willing to take up the challenge.

Since then, the movement has grown to be a truly global one, inspiring support from over 6 million people in over 20 countries around the world.

Seeing as men, on average, die 6 years earlier than women and three quarters of suicides are by men this important cause is helping to save lives by raising money to protect against the second most common cancer in men worldwide and create positive change for men's mental health globally.

Since 2003, the Movember Foundation has proudly funded over 1,250 men's health projects. And by 2023 they hope to reduce the number of men dying prematurely by 25%.

Is it only in November?

While the Movember concept is most prominent in November (how could you miss it with all of the facial hair publicly pledging support of the cause all month) their mission to support men's health goes well beyond this singular month.

In fact, you and your employees can get involved throughout the year by funding a project, [donating directly](#) or joining their Make A Move fundraising campaign (more on this in our team activities section!)

Globally, 10.8 men are living with prostate cancer. Testicular cancer is one the world's most common cancer among men aged 15-39. And The World Health Organisation estimates that 510,000 men die from suicide globally each year, one every minute.

All of your work will help to dispel the stigma surrounding mental health and raise money to protect men from prostate and testicular cancer.

And this cause is not just for men. Ultimately, these are our partners, brothers, fathers, friends and colleagues that we're fighting for. So get your whole company to take part this November and beyond!

How can *companies support?*

There are many ways in which your organisation can celebrate Movember! Here are some tips on how to make sure your approach reflects the right messaging.

Why only men's health?

It's possible this question will come up when you announce your company's pledge to take part in Movember. With the need to recognise gender equality in the workplace at large, it's important to plan your approach to questions of this nature.

For this reason, your messaging surrounding Movember will be crucial - the last thing you want is for female employees to feel as though your programming is solely focused on their male colleagues (and vice versa!)

With Breast Cancer Awareness Month and Mental Health Awareness Day in October, you can pair your Movember campaign with broader support for both men and women's physical and mental health. Or you can support another female-focused cause during the year such as support for women in STEM or the fight against sexual assault or domestic abuse.

Finally, it's useful to spread messaging that mental health truly affects us all. Because championing mental health, especially in men who in general are more likely to suffer in silence, will only help to improve the lives of everyone involved.



Micro-actions and team activities for supporting Movember in the workplace

Take action

If you'd like to launch a Movember campaign but aren't sure what offer, here are a few ways that you can get your employees involved.

- **Micro-actions** are a simple way to challenge your teams to make small changes in their daily lives that lead to greater change.
- **Team activities** are a fun way to get everyone contributing to a cause while team building at the same time.

Both can be measured and tracked through a corporate purpose platform.

In this guide, we give you 9 ways that you can get your teams involved in the Movember movement from growing a moustache to volunteering time to a worthy cause.



1

Grow a moustache for **Movember**

How to complete this Micro-action

Show support for the Movember campaign by rocking the cause's signature style - the Moustache. Need some inspiration? [Check out this guide](#) to moustache styles, complete with famous people rocking each moustache with tips on how to groom it.

To raise funds for a nonprofit organisation of your choice, create a fundraiser and share your moustache progress along with the link to donate to your potential supporters.

Did you know?

The first historical artifact depicting a moustache dates back to 300 B.C. It shows an Iranian horseman with a thick, black moustache.



2

Wear a *fake* moustache to a meeting

How to complete this Micro-action

Even those who can't grow a moustache or don't want to can participate in showing support for men's physical and mental health. Get creative and make one yourself. You can [follow these instructions](#) or challenge yourself to make one with just the things you have on hand.

Then, get your colleagues involved and see who can fabricate the best moustache!

Did you know?

In 1967, The Beatles included cardboard moustaches for the fans in their album Sgt. Pepper's Lonely Hearts Club Band because the band members were all sporting moustaches on the cover.



3

Start a *conversation about mental health* with a friend

How to complete this Micro-action

Feeling overwhelmed, frustrated or self-critical is a part of life. We've all experienced this and hopefully also learned how relieving it can be to talk about it and know that we're not alone in our struggle. We are allowed to ask for help. This help can be talking to a friend, taking some time off or looking for the professional help of a therapist. Whatever it is, starting a conversation about mental health with a friend can help normalise talking about our emotional state and experiences so that we all get the help we need.

Did you know?

Studies found that internalised social norms of masculinity negatively affect men's attitudes toward seeking help. However, after using mental health services, men with depression changed this attitude and critically reflected on masculine norms.



4

Read and share resources about *men's mental health*

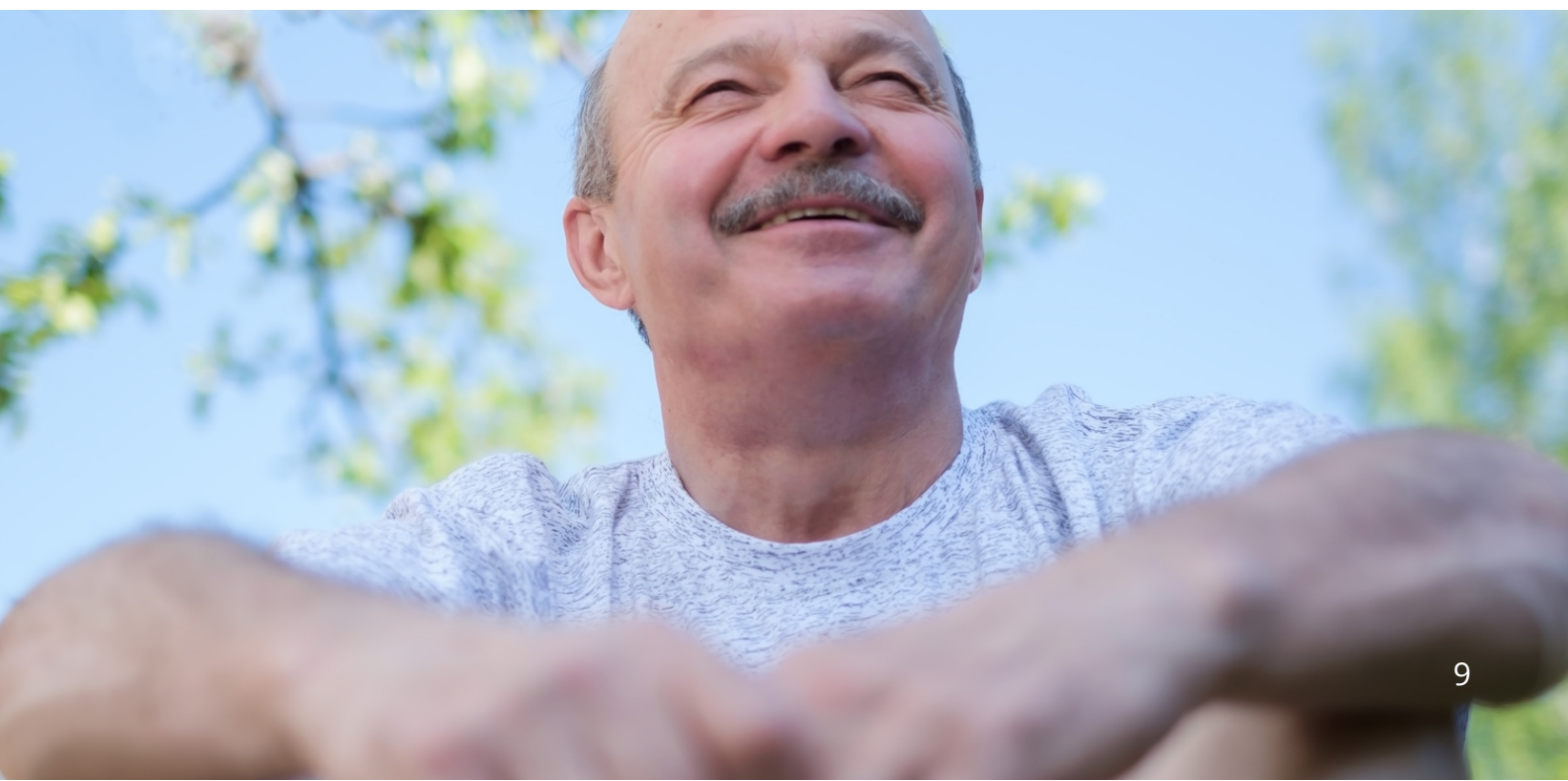
How to complete this Micro-action

Mental health issues affect men and women in specific ways. Because of social norms of masculinity, men are less likely to talk openly about their emotional state and to seek help and can experience ridicule for speaking out. To overcome this, we need to learn which social norms negatively affect men's health. Here are some articles to learn more:

- [Impact of Masculinity on Men's Health](#)
- [The Dangerous Effects of Toxic Masculinity](#)

Did you know?

One study quotes a participant: "I'd prefer to talk to someone on the Internet and then maybe make my way to a counselor or a psychiatrist...." Talking openly about one's feelings can be difficult, and men especially tend to avoid it. However, sharing an article about mental health online can help someone take the first steps to open up.



5

Go *volunteering* with a friend

How to complete this Micro-action

Volunteering is an excellent way to spend quality time with a friend or co-worker. You will experience something new and feel the impact you can have, and you will indeed have a lot to talk about afterward. In addition, gaining new experiences with a friend or co-worker will bring you closer together and might open the door to more meaningful conversations in the future.

Did you know?

Humans are social beings, and even introverts need their doses of human interaction. Spending quality time with others and creating positive memories reduces stress and boosts overall happiness. And volunteering gives you the bonus of feeling a sense of purpose and achievement while helping others.



6

Share the *story* of a nonprofit

How to complete this Micro-action

There are many organisations that do a lot of good in the world. And they all have stories to tell, reasons behind their missions, founding and impact stories, visions for the future, current challenges, and the people who work to keep their programmes going.

Take some time to write a paragraph or two about a nonprofit close to your heart to spread awareness for their cause and projects. Remember to share a link to their website with ways to support them. We suggest choosing a nonprofit that does great work around men's health and share its story.

Did you know?

In newspapers and on social media, we see more bad news every day, which can make people feel hopeless about the state of the world. Add some positive messages about the people and organisations working to make things better to remind your networks that there is a lot of good happening at the same time - and we can all get involved, too.



7

Move for *men's health*

How to complete this team activity

Organise a step-count challenge to raise money for a nonprofit of your choice. Set a step count goal for your participating colleagues to reach in a month and pledge to donate to a nonprofit if the goal is reached.

Did you know?

The Movember campaign is all about men's mental and physical health, so you could pick a nonprofit working in suicide prevention, an organisation supporting men with cancer or you could even pick a friend's favourite cause to show your appreciation for this person who is dear to your heart.



8

Organise a *healthy cooking session* as a team

How to complete this team activity

One gender gap that not everyone knows about is the health gap - men are more likely to suffer from a variety of illnesses, and some of them are related to an unhealthy diet. For example, on average, men eat fewer fruits and vegetables but more red meat. Plus, more alcohol.

So get your team together and learn about healthy eating. A great way to do this is by cooking healthy meals as a team. If your office kitchen is limited, make a salad together and have different groups prepare their own dressing for everyone to taste.

Did you know?

There's a negative perception that eating a lot is "manly." But really an unhealthy diet is one of the major risk factors for a range of chronic diseases.



9

Vote for your company's **best moustache**

How to complete this team activity

At the end of November, get everyone who grew a moustache in a room with their beard wax and combs out to present their creation to the rest of the team.

You can vote in different categories like most fashionable, best groomed and curliest moustache. Plus, you can also recognise the best fake moustache creation.

The winner(s) can then choose a nonprofit to donate to. Make sure to feature the winner(s), their glorious moustaches and the nonprofit they chose in the company newsletter or your internal messaging channels.

Did you know?

The record for the longest moustache in the world is held by Ram Singh Chauhan spans whose moustache spans 14 feet long.



How to *kick off a campaign* internally

Ok, so, you know you want to celebrate Movember but you're unsure about how to go about it. No worries, here's a step-by-step outline for how to do just that.

1. Define the campaign and *create a plan*

You need to know what it is you're looking to achieve and how you're going to get there. The first step is to define your mission. For example:

It's Movember so we want to see your best (real and fake) moustaches all month! Further than growing facial hair, we will offer a number of ways you can take action, and we'll be providing opportunities for employees to donate to nonprofits that support men's health.



2. Get buy-in from *stakeholders*

Here's where you run your team through the ins and outs of the proposed Movember celebrations. You want to convey the importance of taking part and of supporting men's health in the workplace.

Make sure you prepare a comprehensive proposal that outlines exactly what you plan to do and what you need to achieve it. You also want to outline how you plan to implement the plan and what your desired outcomes are.

3. *Communicate the plans* internally and externally

Now it's time to share what you're doing with the rest of your team and the wider world. As this is two different audiences that you're reaching, make sure to constantly communicate your efforts so that everyone knows how to get involved.

But keep in mind that you're not looking for praise; you're looking to raise awareness of the cause. If you're able to, consider matching customer donations made through your organisation to maximise impact.

4. Kick-off your *campaign*

Make a big splash to get eyes on your campaign! Here are a few ideas for launching a Movember campaign that will get people excited to participate all month.

- **Mental health moment.** Get your team together (in-person or virtually) to commemorate Movember by checking in with everyone's mental health state. This will encourage people to be more forward with how they're doing so we can fight the stigma!
- **Moustache reveal.** Invite everyone to join together to take before pictures at the start of the month. You can also ask those participating to take a picture everyday so that you can see the progress! Then celebrate with an "after" party to compare results.

Whatever you choose to do, make a big deal of it and get people excited. If that means creating email reminders, calendar invites, and verbal prompts, then so be it!

5. Track your *impact*

The last step is to track the progress and impact you've made. Doing this manually is quite a hefty task, but here are some metrics to look out for:

- Number of employees participating
- Amount raised in donations
- Number of employees engaging for the first time
- Most engaged team eg HR, Marketing, etc

You can also gather feedback on the campaign by sending out an internal pulse survey once everything's come to a close. This will help you understand what your employees thought of the campaign, and how they'd improve it next time.

If you're looking for a succinct way to track your impact and progress, consider using an employee engagement tool like Benevity.

Benevity helps not only with the reporting side of your campaign, but also with the planning and execution. You can look through their catalogue of **1.5million+ organisations** and set up simple donation matching to lessen the load on your finance team.

From there, you can create activities for your employees to take part in during your campaign, and allow them to access their events calendar from anywhere. You can also easily collect pictures and notes from your events to share afterwards.

All of this is done on one platform, so you can focus on what really matters—creating positive impact in your community and organisation.

Lastly, don't limit yourself to supporting men's health and lives only during November — you can continue to engage employees all year-round.



Start *empowering* your employees to take action today

[Get a Demo](#)



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