

# TEMPLATED MESSAGES FOR FUNDRAISERS

EMAIL TEMPLATES	2
Start of the month	2
Mid-month reminder	2
End-of-month push	2
Afterwards, thank you email	3
SOCIAL POST TEMPLATES	3
Short text	3
Longer text	3
Growing a moustache?	4



## EMAIL TEMPLATES

### Start of the month

<Insert name>,

Some sobering statistics on mental health in the advice community have prompted me to join Præmium in this year's Movember to raise awareness of these important mental health issues:

- 73% of financial advisers experience high levels of burnout from stress
- 67% have dealt with some level of depression
- Financial advisers are more likely to be part of a high mental health risk group than the average Australian

Please sponsor our walk and help support the great work Movember does across mental health and suicide prevention, prostate cancer, and testicular cancer.

Together, we can create greater impact and help change the face of men's health <insert your Mo Space link>

Head to <https://www.praemium.com/præmiums-moving-for-movember/> for more information.

### Mid-month reminder

<Insert first name>,

We're halfway through November which means I'm halfway through my mission to raise awareness of mental health in the advice community and much needed funds for life-changing men's health initiatives.

With 67% of financial advisers having dealt with some level of depression and advisers being more likely to be part of a high mental health risk group than the average Australian, it's time to take action and support my peers.

I'm joining Præmium on a hike to highlight the benefits of exercise to improve mental health and raise awareness of the mental health challenges the advice industry has experienced.

Help me reach my target at <insert your Mo Space link> and help change the face of men's health.

Head to <https://www.praemium.com/præmiums-moving-for-movember/> for more information.

### End-of-month push

<Insert first name>,

That's a wrap! The month formerly known as November is finishing. Thanks to people like you, I raised <insert amount raised>!

Your support helped me hit my target. It'll make a huge difference to countless lives by backing ground-breaking health projects that support men's mental health and hopefully change some of the worrying statistics we've seen in the financial advice industry.

Your support also spurred me on when I joined Præmium and Get Outside Australia in a walk for men's mental health <insert a photo>.

Best of all, it's not too late to make a difference. Help me smash my target with a final donation at <insert your Mo Space link>.

Thanks so much for all your help.

Visit <https://www.praemium.com/præmiums-moving-for-movember/> for more information.



## Afterwards, thank you email

<Insert first name>,

It couldn't have been done without you. Thanks so much for contributing to my Movember fundraising efforts!

I raised <insert amount raised> – which will fund ground-breaking projects across mental health and suicide prevention, prostate cancer and testicular cancer. That's on top of the 1,250 men's health projects Movember has already funded.

Your support will make a real difference. Thank you again.

<insert name>

<insert your Mo Space link>

Visit <https://www.praemium.com/praemiums-moving-for-movember/> for more information.

## SOCIAL POST TEMPLATES

### Short text

- With 67% of advisers having dealt with depression I'm moving for #Movember with #Praemium in support of mental health in the advice community. Will you back me with a donation? <insert your Mo Space link>  
*#movingformovember #letschangethestatistics #praemium #supporttheadvicecommunity*
- Financial advisers are more likely to be part of a high mental health risk group. Join me and #Praemium in raising funds and awareness to support the advice community and men's mental health this #Movember. Donate now <insert your Mo Space link>  
*#movingformovember #letschangethestatistics #praemium #supporttheadvicecommunity*
- Will you back me with a donation? I'm supporting men's health and raising money for #Movember with team #Praemium. Help me get there with a donation? Every bit, big or small, funds ground-breaking men's health projects. <insert your Mo Space link>  
*#movingformovember #letschangethestatistics #praemium #supporttheadvicecommunity*

### Longer text

- Recent research has shown that 73% of advisers experience high levels of burnout from stress and 67% have dealt with some level of depression. This year I'm Moving for #Movember with #Praemium to help start a conversation about mental health in financial services. Sponsor my steps here <insert your Mo Space link>  
*#movingformovember #letschangethestatistics #praemium #supporttheadvicecommunity*
- Exercise and being in nature has proven mental health benefits. So I'm walking with #Praemium this #Movember to raise funds, get back to nature, and de-stigmatise conversations about mental health in the finance community.  
Every donation makes it even more worthwhile. <insert your Mo Space link>  
*#movingformovember #letschangethestatistics #praemium #supporttheadvicecommunity*
- I'm fundraising for #Movember, the leading charity changing the face of men's health. With advisers being more likely to be in a higher mental health risk group than the average Australia





it's time to act. Back me with a donation and help change the statistics for mental health in the advice community. [<insert your Mo Space link>](#)  
*#movingformovember #letschangethestatistics #praemium #supporttheadvicecommunity*

## Growing a moustache?

- I'm growing a Mo for #Movember. I want to donate and start conversations for men's health. Will you chip in and support me? [<insert your Mo Space link>](#)
- There's no stopping this mo. I'm growing it to help change the face of men's health. Help me get there by donating to #Movember. [<insert your Mo Space link>](#)
- Why the mo? Because it gets us talking about men's health – and leads to even greater change. Donate to #Movember. [<insert your Mo Space link>](#)
- Recent research has shown that 73% of advisers experience high levels of burnout from stress and 67% have dealt with some level of depression. So I'm growing a Mo for #Movember to help start a conversation about mental health in financial services and change these statistics. [<insert your Mo Space link>](#)
- Financial advisers are more likely to be part of a high mental health risk group. I'm joining the #Præmium team to grow a Mo and raise funds and awareness to support men's mental health this #Movember. [<insert your Mo Space link>](#)

