



Using this Toolkit

Thank you for participating in Dudevember by Cancer Services of Northeast Indiana! We're so excited to have you on board.

This toolkit is designed to make this project as turnkey as possible. You can use any, all, or none of the provided information and adapt it to meet your needs; we simply want to make this easy for you to kick off.

We encourage you to be creative and add your own flair to Dudevember. Making it fit your workplace culture and offering activities that will engage your unique employees will lead to success. Consider if creating an employee committee to plan your Dudevember activities is right for your workplace.

As long as you're keeping men's health at the forefront, you're doing Dudevember right!

How Cancer Services can support your Dudevember campaign

- Visit your workplace (in-person or virtually) and speak to employees about our mission, services, and the significance of Dudevember
- Acknowledge your workplace's participation on social media, website, and Dudevember advertising

Tips for planning and launching Dudevember

The length of the campaign is entirely up to you. We recommend hosting at least a week-long campaign. Depending on your capacity to plan your Dudevember campaign, a month-long campaign provides the most opportunity for special events, contests, and employee engagement.

While planning Dudevember, be creative! There are tons of activities, events, and contests you can do that fit the men's health theme and build teamwork among your employees. Here are some ideas to get you started:

- Grow mustaches, beards, or unique hairstyles for fun or competition and to highlight men's health
- Lunch walking club/challenges
- Healthy food carry-in lunch
- Healthy chili cook-off
- Gift card raffles for participation
- Jean days for participation
- Conduct a raffle for active/sports equipment or anything else that appeals to your workforce
- Sell Dudevember tee shirts or other merchandise

Ahead of officially launching Dudevember, it's helpful to "tease" the campaign with your employees. You can provide as much or as little detail as you'd like, but let your employees know that something is happening in November.

If possible, bring your employees together to kick-off your campaign. Free food helps! Announce your participation in Dudevember, explain why you and all of your employees should care, and describe how each person can get involved. If you're offering raffles or other prizes, don't forget to mention those. Cancer Services can also join the meeting to talk about Dudevember and share our mission.

This toolkit offers many resources to help you keep the momentum going throughout your campaign.

When all is said and done, host a celebration! This can be somewhere at your company or at a local restaurant or other venue. It could even be a part of your holiday party. You can use this chance to announce winners of any prizes, and if you add a fundraising component, to share how much money was raised for Cancer Services. Be sure to thank your employees for participating and remind everyone about the importance of men's health, not just in November but all year round.

Logos

Click [here](#) to download Dudevember logos

Click [here](#) to download Cancer Services of Northeast Indiana logos

When using both logos, Dudevember should be the primary logo with Cancer Services' secondary (and typically smaller). Don't forget to include your corporate logo on materials.

Press Release Templates

Download and customize the press releases below to let your current and future customers know that you care about men's health and are demonstrating your commitment by being a part of Dudevember.

Feel free to copy and paste the release content onto your letterhead or your own standard press release template. You may also wish to change the font style and size to fit your brand standards.

The announcement press release should be sent close to the start of your campaign. It's best to send this release 2-3 days before your campaign begins.

If your company is fundraising for Cancer Services, we recommend sending the wrap-up press release no later than one week after your campaign is complete.

Click [here](#) to download Dudevember announcement press release.

Click [here](#) to download Dudevember wrap-up press release.

Workplace Flyer

After your campaign kick-off, display this flyer around your workplace(s) to remind employees how they can be a part of Dudevember.

Upon request, Cancer Services can customize the flyer with your company's logo.

Click [here](#) to download the Dudevember Promotional Flyer.

Employee Flyer

If your employees have individual workspaces, provide a stack of printed flyers or an electronic copy (for those who have access to a printer). Encourage employees to write down their participation style on the flyer, sign it, and display it in their workspace. This way, employees can show their coworkers that they're participating in Dudevember.

Click [here](#) to download the Employee Dudevember Flyer.

Poster

Upon request, Cancer Services can provide a 3ft x 3ft poster to display in your workplace. This poster encourages employees to sign their name to commit to being an advocate for men's health this month. This can be in addition to or in place of the employee flyer provided above.

View a sample poster [here](#).

Email Content

It's important to communicate with your employees throughout Dudevember. Depending on your workplace, you might communicate by email, text, or in-person meetings. You can adjust the content provided to meet your needs.

Click [here](#) to download Dudevember Announcement for Employees.

Click [here](#) to download Men's Health Tips.

Click [here](#) to download Dudevember Wrap-up for Employees.

Click [here](#) for images to use in communications.

Social Media

Don't be shy about sharing your participation in Dudevember on social media. Employees can also use social media as a tool to raise awareness among their family and friends.

The posts provided below are very general to any company joining us for Dudevember. If you're hosting contests, activities, or events, be sure to talk about those too. Post photos of participating employees, especially those who go wild with their hair. This is a great opportunity to share something eye-catching and unique with your followers.

We encourage you to tag Cancer Services whenever appropriate. These are the handles for our social media accounts:

Facebook – <https://www.facebook.com/CSNI.org>

Instagram – <https://www.instagram.com/cancersvcsni/>

LinkedIn - <https://www.linkedin.com/company/1712492/>

Click [here](#) to download social media posts for employer use.

Click [here](#) to download social media posts for employee use.

Click [here](#) for social media images.