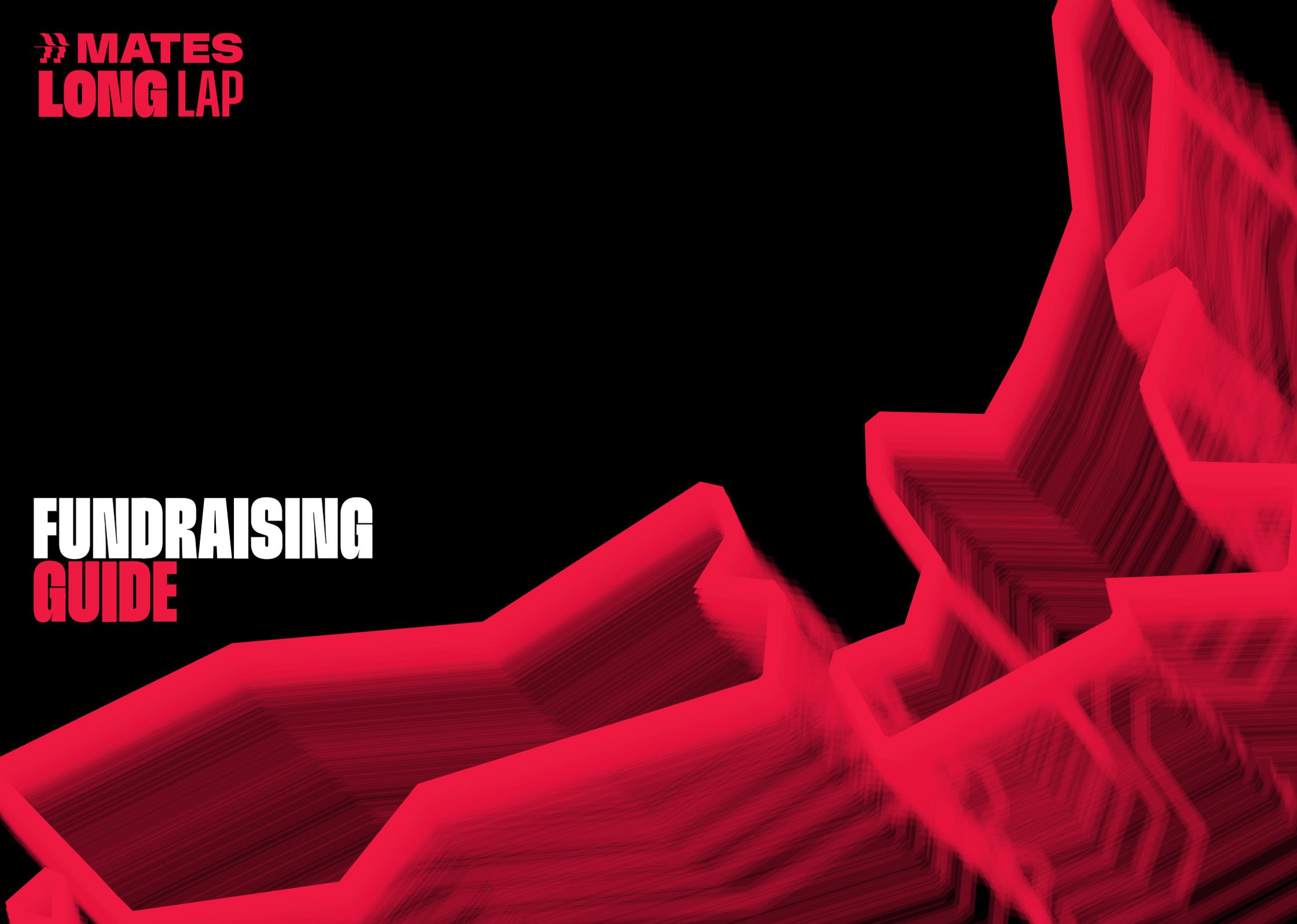


**MATES
LONG LAP**

**FUNDRAISING
GUIDE**



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ABOUT MATES & THE LONG LAP

MATES is a charity established in 2019 to reduce the high level of suicide among New Zealand construction workers.

The MATES in Construction (MATES) model is an evidence-based suicide awareness and prevention programme for the Construction industry. MATES leverages industry participation and support to further embed suicide prevention and mental health awareness into our industry culture. The model delivers an integrated programme of community development and support, utilising training as a tool to raise awareness, reduce stigma and encourage help-seeking, help-offering and help-accepting behaviours.

Support is provided through clear pathways including education, training and workforce capacity strengthening to build communities of mates who help mates. Our industry has its own unique culture, and MATES adopts a cross-industry approach with a standardised and consistent programme, delivered face-to-face by Field Officers to the construction industry across Aotearoa.

MATES Long Lap is back in April, 2026!

In 2025, we had over 450 participants and 65 teams register, covering 53,234km and raising \$62,000 throughout April.

We have some ambitious goals and to make Long Lap 2026 bigger and better, we're going to need your help.

Built around a simple but powerful idea: every step we take can make a difference to our mental health.

Throughout April, participants walk, run, ride, swim, or move in any other way that supports their mental well-being. It's an opportunity to build habits that help us look after ourselves while also raising awareness and funds for MATES' crucial mahi.



GETTING SETUP

The Long Lap has always been more than just a month of movement.

It's a chance to bring your team together, strengthen connections, and support a cause dedicated to breaking stigma, starting conversations, and saving lives in our industry. With that purpose in mind, we've refreshed the experience to open the door to even more participants.

1.

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2.

**LONE LAP OR
TEAM LAP**

Forge your own path or team up on the Long Lap

3.

**GOING THE
DISTANCE**

Choose your distance - it's not about the speed, you have all of April!



AMPLIFYING YOUR IMPACT

Collectively, we're covering 75,000 kilometers, 5 long coastlines of Aotearoa - for every person we lose to suicide every 5 days. That's what we're trying to achieve, to raise awareness and ignite hope.

Bring people along for the ride and inspire support.



KICKSTART & SHARE YOUR FUNDRAISING JOURNEY

Kickstart your fundraising and bring people along the journey with you. Share with others your why and reach out personally to whānau, friends and workmates - when people see your effort, they're going to support you on it.



SET YOUR GOALS

When others see your passion, your purpose, and your willingness to put in the hard yards, they feel inspired to get behind you. That support creates a ripple effect far beyond the kilometres you walk.



HAVE FUN

You have to have fun! Enjoy the journey, and remember - you're not just fundraising, you're helping build a culture where hope is the norm, not the exception.

YOUR FUNDRAISING JOURNEY

1. Start strong by sharing your story

- Let people know why you're fundraising and what motivates you.

2. Bring people along for the journey

- Share updates – big or small – as you progress. Whether it's your first donation, a training milestone, or a challenge you've overcome, these moments help others feel part of your mission.

3. Reach out personally

- A quick message, phone call, or face-to-face chat with whānau, friends, and workmates can make a huge difference.

4. Show your commitment

- Post photos, videos, or short reflections about the work you're putting in.

5. Make supporting you easy

- Provide clear links or simple instructions on how to donate. The fewer steps people need to take, the more likely they are to get involved.

6. Celebrate every supporter

- Thank people publicly or privately – gratitude builds momentum and encourages others to jump in too.

7. Keep the tone positive and encouraging

- Share the wins, share the challenges, and remind everyone that they're helping achieve something meaningful.

SET YOUR GOALS

1. Let your passion guide your goals

- When people can clearly see what drives you, it becomes easier to set goals that genuinely reflect your commitment.
- Knowing exactly why you're walking, training, or taking on a challenge helps you set your goals.

2. Recognise the ripple effect

- Every person who backs you adds energy to your journey. As your circle grows and more people connect with your story, don't be afraid to revisit your goals.
- Sometimes the support you gather along the way shows you that you're capable of achieving even more.



HAVE FUN

1. Make fun a priority

- Fundraising shouldn't feel like a chore. Find ways to bring joy into the process – choose activities you love, celebrate small wins, and share laughs along the way.

2. Enjoy the journey, not just the destination

- Whether you're walking, running, cycling, or moving in your own way, embrace the moments in between. Notice how your body gets stronger, enjoy the fresh air, celebrate the milestones, and appreciate the people who join you on the path.
- Listen to your favourite playlist, walk with friends or whānau, explore new places, or turn training into mini-adventures. Movement can be fun, grounding, and empowering.

3. Celebrate how far you've come

- Take time to acknowledge your progress – both in your fundraising and in your activity.

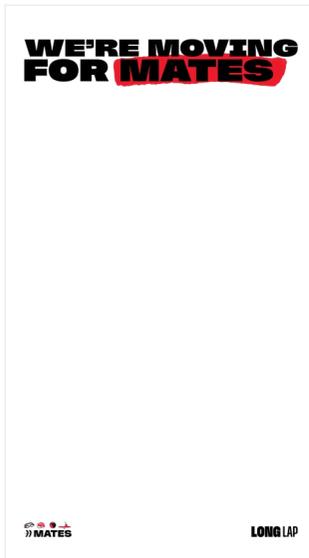
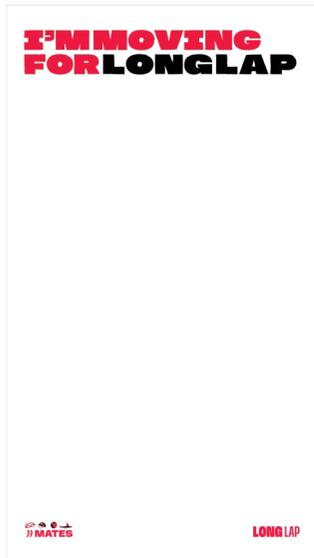
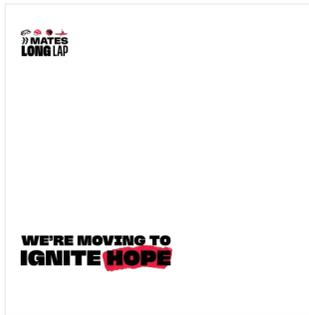
4. Remember the impact you're creating

- By enjoying the process and showing up with a positive spirit, you help build a fundraising culture that's uplifting, hopeful, and inspiring for others.
- Your enthusiasm makes a difference long after the event is over.



FREE RESOURCES!

1. Social media templates!
On the [MOVE by yourself?](#) or [MOVING with a team?](#)



2. Posters!



3. Email Signatures



