

**MATES  
LONG LAP**

**COMMUNICATIONS  
GUIDE**



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# ABOUT MATES

**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.



# IT BEGINS

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, Long Lappers 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.

FEBRUARY 2026							1
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SAVE THE DATE, REGOS OPEN

APRIL 2026	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

LONG LAP!!!



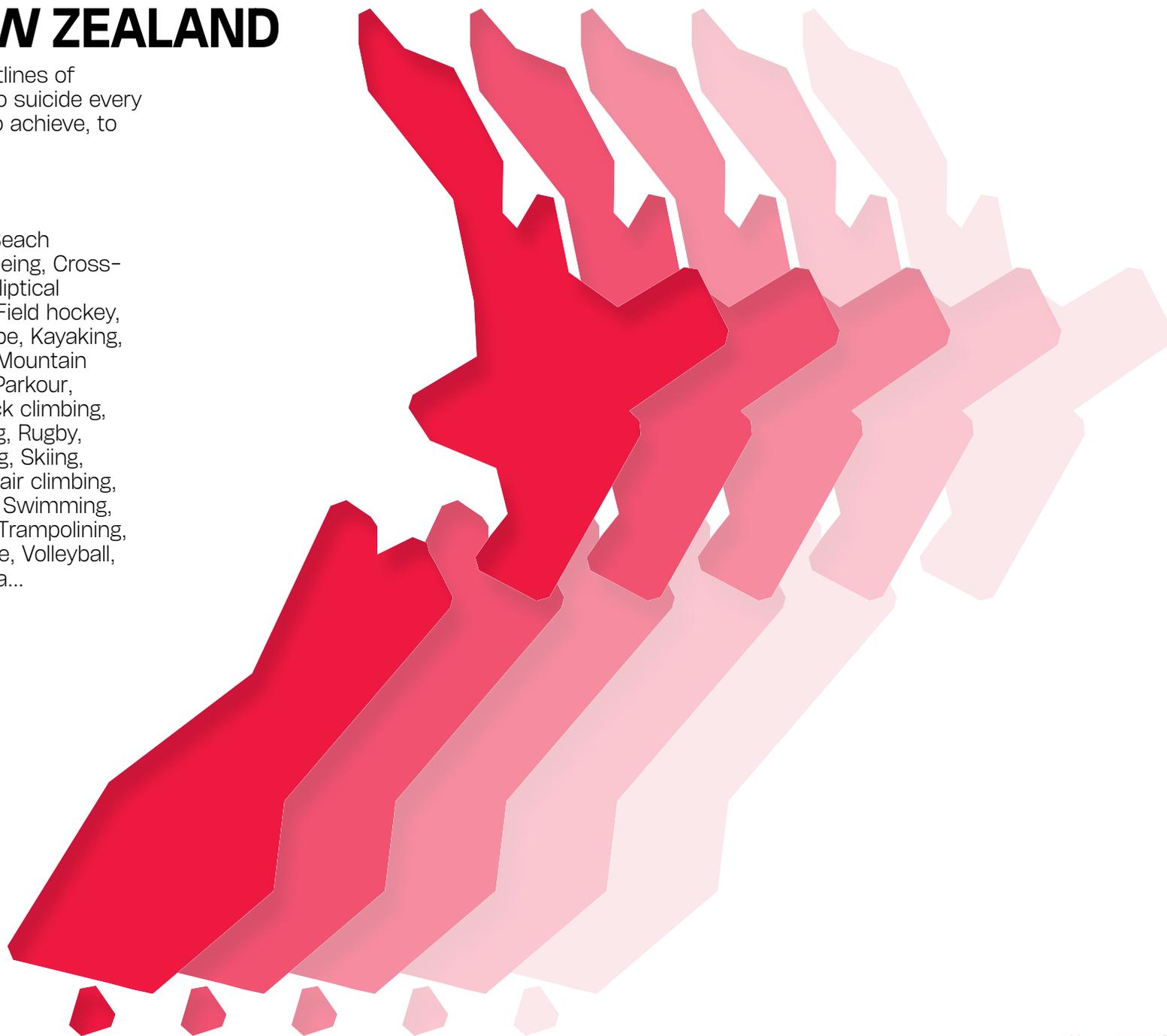
# 5 LAPS OF NEW ZEALAND

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

## HOW?

Aerobics, Badminton, Basketball, Beach volleyball, Bouldering, Boxing, Canoeing, Cross-country skiing, Cycling, Dancing, Elliptical sessions, Fencing, Figure skating, Field hockey, Golf, Gymnastics, Hiking, Jump rope, Kayaking, Kickboxing, Kitesurfing, Lacrosse, Mountain biking, Ninja training Orienteering, Parkour, Pickleball, Pilates, Racquetball, Rock climbing, Roller hockey, Rollerblading, Rowing, Rugby, Running, Scootering, Skateboarding, Skiing, Snowboarding, Soccer, Squash, Stair climbing, Stand-up paddleboarding, Surfing, Swimming, Table tennis, Tennis, Trail running, Trampolining, Treadmill sessions, Ultimate frisbee, Volleyball, Walking, Windsurfing, Yoga, Zumba...

You name it, MOVE for MATES.



# 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.

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## SHARE YOUR WHY

Your story has power. Let your friends, whānau, colleagues, and community know why you've joined this movement. When people understand the "why," they're more likely to get behind you and to donate to your fundraising page.

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## SET YOUR GOALS

Whether you're walking around the block, running trails, biking to work, or taking a lunch-time lap with your crew, every kilometre and fundraised amount counts

③

## HAVE FUN

Enjoy it! Long Lap is about movement, connection, and well-being. There's no right or wrong way to take part, so find what feels good and make it your own.



# BE A CHAMPION

Long Lap is all about taking steps, literally and figuratively, to better our well-being. But to make this year bigger, brighter, and even more impactful, we need champions who can help bring others along for the journey. Your voice, your enthusiasm, and your leadership in your workplace or community can make all the difference.

## What does a Long Lap Champion actually do?

### ✓ **Join the MATES Long Lap mailing list.**

This keeps you in the loop (or Lap, if you will), where you'll get updates, resources, and announcements. You'll be equipped with everything you need to rally your team.

### ✓ **Start building healthy movement habits and encourage others to do the same.**

Champions lead by doing. Your example helps spark motivation in the people around you. It could be as simple as walking to get lunch instead of driving.

### ✓ **Be the go-to Long Lap contact for your organisation.**

We'll support you with information and materials; you'll be the friendly face ensuring your crew knows what's happening and how to get involved.

### ✓ **Share Long Lap content and give your team the heads-up.**

From posters and social tiles to updates from the MATES team, help spread the word. A little nudge or reminder can be what gets someone across the line.

### ✓ **Plan movement events during April.**

Whether it's a team walk, a casual jog, a game of footy, a round of golf, or a friendly weekend challenge, Long Lap Champions bring people together. These moments help create connection, boost morale, and remind everyone why we're moving for our mates.

### ✓ **We are Stronger Together.**

Challenge other organisations, subcontractors, or partner teams you work alongside. A bit of rivalry can be a great motivator; it gets more people participating and talking about mental health.

# TAKING IT TO THE NEXT LEVEL

You've committed to the challenge - now it's time to **amplify the impact.**

Every step you take, every conversation you spark, and every donation you gather helps strengthen the safety net around our industry. Because every dollar raised helps MATES deliver life-saving support across Aotearoa's construction industry.

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## **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.**

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## **SET YOUR FUNDRAISING GOALS**

**\$50, \$100, \$250, or more - set your fundraising target. When others see your passion, your purpose, and your willingness to put in the hard yards, they feel inspired to get behind you, helping you achieve your fundraising goal.**

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## **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.**



# WORKPLACE FUNDRAISING

When you fundraise as a team, you're not just representing your workplace – you're showing your whole crew what it looks like when people stand up for their mates.

## 1. Rally your workplace behind your “why.” make the most of your team effort:

- Talk about why mental health in construction matters to you.
- Share personal stories, motivations, or moments that brought your team together.
- Present it at a toolbox talk, team meeting, or morning smoko.

## 2. Make fundraising a team experience, not just an ask.

- Set up mini workplace events like BBQ fundraisers, bake sales, or “Walk a Lap with Us” days.
- Host a workplace step challenge or a competition between crews or departments.
- Dedicate certain kilometres to different teams who donate – it builds connection and fun.

## 3. Use the power of visibility and celebrate every donor.

- Put up posters tracking your kilometres and donations.
- Share updates on your intranet, WhatsApp groups, Teams, or notice boards.
- Celebrate milestones publicly – “We hit 50km!” or “Halfway to our donation target!”

## 4. Ask directly – as a team.

“Hey team, our site crew is walking the Long Lap for MATES. Would you be willing to support us with a donation?”

Direct asks from a united team always perform better than general posts or posters alone.

## 5. Get leadership buy-in early.

A team fundraising effort becomes a site-wide effort when leaders get on board.

- Ask managers to match donations for a day
- Invite leaders to join your walk or event
- Encourage them to publicly support your challenge

## 6. Keep connecting it back to MATES' mission.

- Remind people that every dollar helps MATES deliver life-saving support to our industry
- Your team isn't just raising money – you're helping ensure more workers have someone to talk to and someone to walk with them through tough times

# RESOURCES

Here are some ways you can talk about the Long Lap.

Social media, over tea, catching up with friends or whānau, at work, at your local dairy, at the gym, at the supie, at the cafe, over the phone - you can talk about the Long Lap anywhere and anytime.

**Need more resources?**

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## CATCHING UP?

Here's how you might be able to bring up the Long Lap. Remember the 5 W's and 1 H?

Who? **MATES**

When? **APRIL**

What? **LONG LAP!!!**

Why? **TO IGNITE HOPE**

Where? **ANYWHERE**

How? **MOVE FOR MATES**

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## SOCIALS

Grab our FREE social media templates and share them on your socials!

On the [MOVE by yourself?](#) or [MOVING with a team?](#)

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## EMAILS

Emails are a great way to send information - you can mix the 5 W's and 1 H alongside the templates to curate an email packed full of information.

Keep the emails short, sharp, sweet, and engaging.



# SHARING IT WITH FRIENDS AND WHĀNAU

## 1. Using social media

The easiest and fastest way to talk about the Long Lap!

Use our free social media templates and share it on your social media channels to gather support for your fundraising or get others involved in the Long Lap.



## 2. It's a journey on the Long Lap

Regularly share your fundraising journey with your friends, whānau, and community. The more they are intune with you, the more likely they'll get involved.

## 3. Bring your link into natural moments

Add your fundraising link to your social profiles, include it when you post an activity update, or drop it into chats when someone asks how you're doing. Make it easy for people to support you right when they're already interested.

## 4. Celebrate milestones publicly

Acknowledge support, celebrate km achievements, and share mini wins. These updates spark encouragement and can inspire others to join in or donate.

## 5. Share mini-stories from your movement

Talk about a walk you enjoyed, a challenge you overcame, or a special moment that reminded you why mental health matters.

## 6. Examples of what you could say

**“Hey! I’ve joined Long Lap to support MATES, and I’ll be tracking my kms this month. If you’d like to cheer me on or donate, it would mean a lot. Every km helps make a difference!”**

**“I’m doing Long Lap for mental health! I’ll be logging my kms all month, wish me luck! If you want to support the cause (or just laugh at my attempts), here’s my fundraising link. Thanks for the love!”**

**“This month I’m moving for mental health on the Long Lap. I’ll be tracking my kilometres to raise funds for programs that help people who are struggling. If you can donate or even just cheer me on, it really means a lot.”**

# SHARING IT AT WORK

## 1. Use your internal communication channels

Share your challenge through work-approved platforms such as internal chats, email signatures, or team message boards.

## 2. Provide brief progress updates

Share simple updates on your activity (e.g., kilometres completed, milestones achieved) during team meetings or in internal posts. Keep updates concise and relevant.

## 3. Connect the challenge to your motivation

When appropriate, share a short, professional explanation of why you're participating. This helps colleagues understand the importance of the cause.

## 4. Add your fundraising link where appropriate

Include your fundraising link in your email signature, employee profile, or when posting about your progress.

## 5. Acknowledge milestones

Share when you reach movement or fundraising milestones to maintain engagement and show the ongoing impact of the challenge.

## 6. Examples of what you could say

**“I’ve joined Long Lap to support mental health and will be tracking my kilometres this month. If you’d like to follow along or support my fundraising, you can find my page here: [link]. Thank you!”**

**“I’m taking part in the Long Lap to support mental health because it’s an issue that matters to me and many people in our community. Your encouragement or joining the initiative means a lot.”**

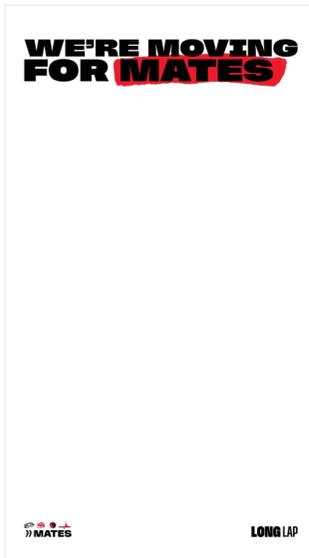
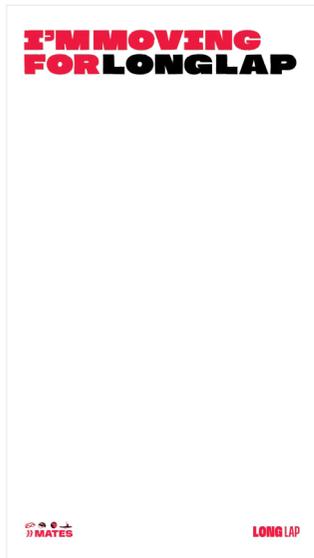
**“Thanks to the support from colleagues, I’ve just reached a new fundraising/kilometre milestone on the Long Lap. I appreciate everyone who’s helped me get there.”**



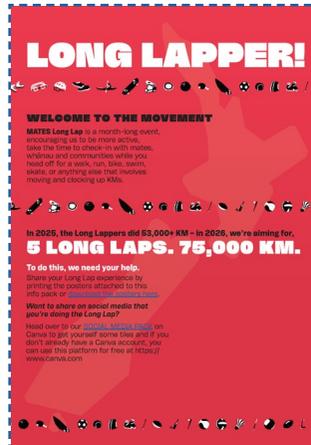
# FREE RESOURCES!

## 1. Social media templates!

On the [MOVE by yourself?](#) or [MOVING with a team?](#)



## 2. Posters!



## 3. Email Signatures



