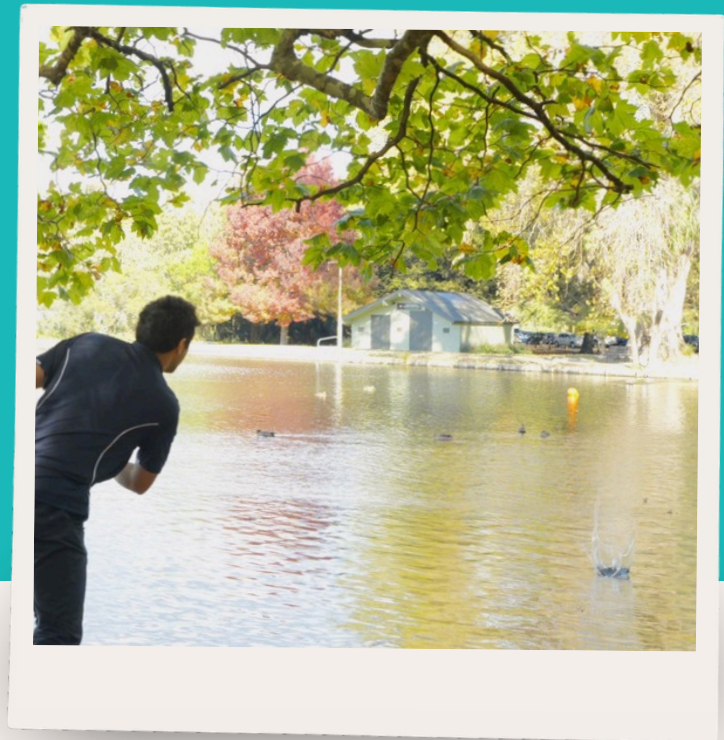


# Player Profile



# Starter Kit

You're not just a competitor. You're a fundraiser.



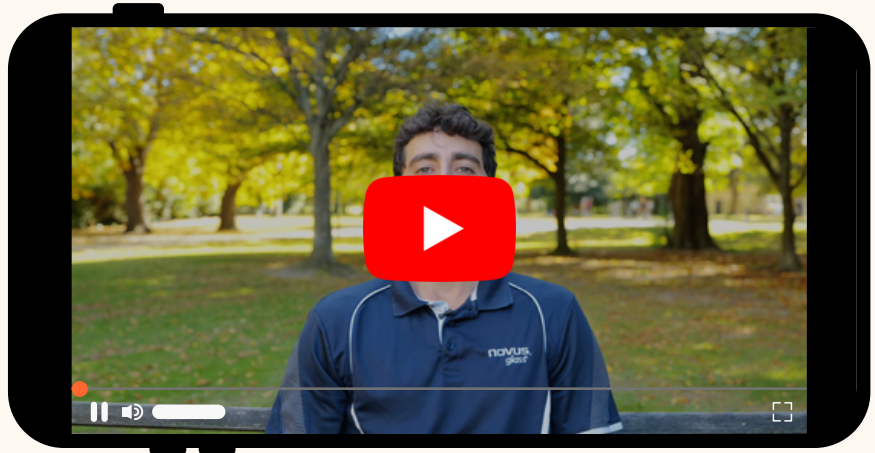
Lake Hāwea - 16<sup>th</sup> May 2026

# THE BIG PICTURE

Why your profile matters more than you think



## A quick word from NOVUS Glass



### IF EVERY SKIMMER RAISES JUST...

**\$500**

each

**\$75,000**

**\$700**

each

**\$105,000**

**\$1,000**

each

**\$150,000**

**THE GOAL: Every skimmer raises \$1,000. Together we raise \$150,000 for Melanoma NZ.**

### WHY MELANOMA NZ?

New Zealand has one of the highest rates of melanoma in the world. 1 in 5 Kiwis will be diagnosed with some form of skin cancer in their lifetime, with over 8,000 melanoma diagnoses every year. The funds raised at the Aotearoa Stone Skimming Championships go directly to Melanoma NZ's life-saving work - awareness, education, and patient support. Your profile is on the front line.

### YOUR RAISELY PROFILE DOES THREE THINGS:

01

#### TELLS YOUR STORY

Supporters give to people, not causes. Your profile puts a face to the fundraiser.

02

#### DRIVES DONATIONS

A complete, personal profile raises significantly more than a blank one.

03

#### EARN YOU BRAGGING RIGHTS

The leaderboard shows both top skimmers AND top fundraisers. Be on both lists.

# SET UP YOUR PROFILE



1

## Go to your Raisely profile link

You'll have received a Raisely link from the event organisers. Click it to access your fundraising profile page or find the link [here to sign up](#).

2

## Upload a great photo

Use a clear, recent photo of yourself - ideally at or near water. Profiles with a photo raise 2× more than those without.

3

## Write your bio (template on next page)

Tell supporters who you are and why you're competing. We've made it easy with a fill-in-the-blank template on the next page. Don't be shy - this is your chance to connect before they donate.

4

## Set your fundraising goal

We're challenging every skimmer to raise \$1,000. Even if it feels ambitious, a bold goal signals to donors that you're serious. You can always raise it once you hit your target!

5

## Hit publish and share your link

Once you're happy, publish and copy your personal fundraising link. Now share it - see the promotion section for exactly what to post and when.

### PRO TIP

Profiles that are updated regularly (e.g. 'Just hit 50% of my goal - thank you!') get more repeat donations. Post a profile update the week before the event and again on the day.

# YOUR "GET TO KNOW ME" VIDEO

A short selfie video on your Raisely profile or social media, dramatically increases donations - people give to people they feel connected to. No studio, no script, no problem. Just you, your phone, and 60 honest seconds. Bonus: this footage may feature in the official NOVUS campaign spotlight videos!



## YOUR TALKING POINTS — 60–90 SECONDS IS PERFECT

### 1 WHO YOU ARE

"Hi, I'm [NAME] - I'm from [PLACE] and I've been stone skimming for [X years / since I was a kid]."

### 2 WHY YOU'RE COMPETING

"I entered the Aotearoa Stone Skimming Championships because... [your honest reason - the fun, the challenge, the cause, a dare]."

### 3 WHY MELANOMA NZ

"This event is raising money for Melanoma NZ, and that means a lot to me because... [personal connection, or: NZ has one of the world's highest rates and I want to help]."

### 4 YOUR FUNDRAISING GOAL

"My goal is to raise \$[AMOUNT] before 16 May. Every single dollar goes directly to Melanoma NZ."

### 5 THE ASK

"If you can donate - even \$10 - I'd be so grateful. The link is right here on this page. Thank you."

## FILMING TIPS:

**Phone quality is perfect** Selfie-style is the point — it feels real and relatable.

**Film outside if you can** Natural light looks great. Avoid filming with a bright window behind you.

**One take is fine** Authentic and slightly imperfect beats polished and stiff every time.

**Keep it under 90 seconds** Shorter is stronger. Say your five points, smile, done.

## **BONUS: Your footage may feature in the official NOVUS campaign!**

The NOVUS video team may reach out to use your selfie footage in the skimmer spotlight series. Film it well, share your story genuinely, and you could be starring in the campaign.

# YOUR BIO TEMPLATE



## **COPY-PASTE TEMPLATE — EDIT TO MAKE IT YOUR OWN:**

Hi, I'm **[YOUR NAME]** - and this May I'll be competing in New Zealand's first-ever Stone Skimming Championships at Lake Hāwea, presented by NOVUS Glass.

I'm raising money for **[WHY MELANOMA NZ MATTERS TO YOU]**.

1 in 5 Kiwis will face a skin cancer diagnosis. I want to help change that. My goal is \$ **[YOUR GOAL AMOUNT]** - and every dollar goes directly to Melanoma NZ.

Whether you can give \$5 or \$500, it means the world.

Thank you for supporting me - and this incredible cause.

- **[YOUR NAME]**

## **MAKE YOUR BIO WORK HARDER:**

**Be personal:** A connection to melanoma - even brief - dramatically increases donations.

**Be specific about your goal:** Saying 'I want to raise \$1,000' creates urgency. 'I hope to raise some money' doesn't.

**Keep it under 150 words:** People skim. Short and punchy beats long and thorough every time.

**Thank people in advance:** A warm sign-off increases click-through from social posts.

# SHAMELESS SELF-PROMOTION



Copy these. Customise them. Post them everywhere. Every share could be another \$50 toward \$150,000.

## INSTAGRAM / FACEBOOK POST

Big news — I'm competing in NZ's first-ever Stone Skimming Championships!

Lake Hāwea. 16 May. Me vs. the best in NZ (and a flat rock). But it's not just about skimming —

I'm fundraising for Melanoma NZ,  
and I'd love your support. Even \$10 makes a difference.

Link in bio / [YOUR RAISELY LINK]

#StoneSkimming #MelanomaNZ #LakeHaweia #NOVUSGlass

## EMAIL TO FRIENDS & FAMILY

**Subject: I need your help — it's for a great cause**

Hi [NAME],

I wanted to share some exciting news — I'm competing in New Zealand's very first Stone Skimming Championships at Lake Hāwea on 16 May, and I'm fundraising for Melanoma NZ. My goal is \$[AMOUNT]. Would you consider donating? Even a small amount helps - every dollar goes directly to Melanoma NZ's awareness and patient support work.

You can donate here: [YOUR RAISELY LINK] Thank you so much — it means a lot. [YOUR NAME]

## QUICK WINS:

Add your Raisely link to your Instagram bio right now — takes 30 seconds

Email 10 people today. Personal asks outperform public posts by 3×

Post an update when you hit 50% — momentum creates momentum

Thank every donor publicly — it encourages others to give

## Social Media Templates

[Click here to use one of our downloadable social media templates.](#)

Just update the photo with your own and write a short caption about you 'why'

**Support My Skim**

**I'm skimming for Melanoma NZ**

"After losing a close friend, I'm raising as much money as I can in their memory... AND to be at the top of the leader board"

**Raising funds for Melanoma NZ**

After losing a close friend, I'm raising as much money as I can in their memory... AND to be at the top of the leader board

**Donate At My Raisely Page**

Lake Hāwea - 16<sup>th</sup> May 2026

# How You Also Win



## WATCH THE LEADER BOARD

Every dollar raised goes to Melanoma New Zealand. But the skimmers who raise the most? They'll be rewarded for it. Because good causes deserve great competition.

### GRAND PRIZE

#### Top Overall Fundraiser

The individual who raises the most across the entire campaign takes home the Grand Prize. Every dollar counts – keep pushing right to the finish line.

### FAST TRACK TO THE SEMI-FINALS

#### Top Male & Female Fundraiser – Week 1–3

Lead the fundraising leaderboard after the first three weeks and earn automatic entry into the semi-finals. No qualifying skim required – your generosity gets you in.

### CREATIVITY PRIZE

#### Most Creative Fundraising Name

Got a name that makes people laugh, think, or reach for their wallet? A special prize goes to the most creative fundraising name. Stand out, get noticed, raise more.

## CAN YOU HIT \$1,000?

If every skimmer does, together we raise \$150,000 for Melanoma NZ.

### HOW TO GET THERE – IT'S EASIER THAN YOU THINK:

#### DONOR SOURCE

5 friends at \$50 each

5 workmates at \$20 each

10 family members at \$50 each

3 social media posts (avg. \$50 each from followers)

**Total \$1000**

\* Conservative estimates. Profiles with a strong personal story consistently outperform these numbers.

# YOUR PROMOTION CHECKLIST



## PHASE 1 – LAUNCH

- Add your Raisely link to your Instagram bio
- Post your launch post on Instagram / Facebook (use the template on page 6)
- Send your personal email to at least 10 friends and family (template on page 6)
- Text your closest contacts directly - a personal ask is always the most effective
- Share to your WhatsApp groups

## PHASE 2 – BUILD MOMENTUM

- Post a fundraising update once you hit 25% of your goal
- Thank each donor publicly on social media (tag them if they're okay with it)
- Ask one person to share your fundraising link on their own social media
- Check the leaderboard - who are you chasing?
- Post a 'why I'm doing this' story on Instagram or Facebook

## PHASE 3 – FINAL PUSH

- Post a countdown update - "5 days to go, \$X to my goal!"
- Re-send your email to anyone who hasn't donated yet (keep it short and warm)
- Post your skim technique or training content to build hype
- Ask your workplace or employer to match donations
- Share the event page and tag the Aotearoa Stone Skimming Championships

## EVENT DAY & AFTER

- Post event-day content - photos, videos, stories from Lake Hāwea
- Share your final fundraising total and thank all your supporters
- Tag @NOVUSGlassNZ and use #AotearoaStoneSkimmingChamps
- If you smash your goal - post about it loudly. You've earned it.