

Ten Ways to Get Involved with AMT's National Massage Therapy Awareness Week



AMT's National Massage Therapy Awareness Week

September 8-15, 2014

As part of our consumer outreach marketing and promotions program, members are encouraged to share the benefits of massage with their community during AMT's National Massage Therapy Awareness Week. This year's theme is 'Connecting with your Community'.

Here are some ways to participate:

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| 1 | Organise an education session on the health benefits of massage – download these free materials! http://www.amt.org.au/downloads/practice-resources/AMT-State-of-Evidence-July-2013.pdf |
| 2 | Run special promotions for your clients. (See our Market Yourself and Your Practice Factsheet and our Using Social Media During NMTAW Factsheet http://www.amt.org.au/members/NMTAW-2014.html) |
| 3 | Contact local media outlets and offer chair massages to reporters and on-air personalities. (Download our Press Kit here http://www.amt.org.au/members/NMTAW-2014.html) |
| 4 | Charity Support/Public Awareness: Look for events in your community. Markets and health-oriented events provide excellent opportunities to promote awareness of massage and bodywork. Offer your services free to local charities, donate proceeds, or give relief to caregivers. |
| 5 | Support the Environment: Caring for the environment is a part of caring for ourselves and our community. Work with local groups to raise money for environmental causes. Donate a percentage of earnings to worthy causes. Let your clients know about the green practices of your business. |
| 6 | Help for the Homebound: Volunteer your time or your services at senior centers, assisted-living facilities, nursing homes, and hospice organisations. Offer services to both the residents and their caregivers. |
| 7 | Massage for Shelters: Volunteer your time at women's and homeless shelters to show your support. |
| 8 | Public Safety and Protection: Offer to perform seated, on-site massage for emergency workers such as firefighters, paramedics and police officers. |
| 9 | Sports Activities: Volunteer your services at bike races, charity walks, and marathons or local sporting clubs. Solicit donations for associations serving disabled athletes. |
| 10 | Stress Relief for Shoppers: Perform stress relief on those busy shoppers! Set up on-site massage in your local shopping centre and donate proceeds to local charities. |

Be aware of your limitations. Don't bite off more than you can chew. Being an effective volunteer includes knowing how much is enough. Don't overextend yourself. Also, be aware of your liability as a volunteer. Don't work on pregnant women, infants, elderly, or emotionally challenged individuals without proper training.



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