

Partnering with Community Organizations

One of the ways you can celebrate Massage Therapy Awareness Week, which will take place from October 19-25, 2025, is to develop partnerships with local businesses to further promote the benefits of massage therapy to a wider audience. These could be any business whose clients may benefit from massage therapy.

Some potential local businesses you might partner with include:

- Yoga or dance studios.
- Midwives.
- Athletics clubs or local sports teams.
- Retirement homes.
- Cafes with a wellness focus.
- Mental health clinics.

These partnerships should be with businesses that you think would be a good mutual fit, where they can help you attract new patients, and you can also help encourage people to visit their business.

Below is a step-by-step guide on how to develop these partnerships and ensure they are successful.

Step 1 – Identify the best partners for you

Think about what services your patients already use or need. For example, if you have many patients who are dancers, then you might consider partnering with a local dance studio. You should choose 3-5 businesses in your neighbourhood that align with your patient demographics.

Step 2 – Learn more about potential partners

Look at the websites, social media and reviews of the businesses you've identified. This is where you can figure out how they usually market their services. You can see if they use a more casual or formal tone and if they already seem to have interest in the services of an RMT. This is also where you can find the contact information for the business owner.

Step 3 – Send a first email

Send the business owner a polite, professional email, outlining ways a partnership can be mutually beneficial. Include examples of how you're hoping to collaborate, and an invitation to meet in person to discuss this further. A sample email you can use is below.

Step 4 – Set up a meeting

Meet either virtually or in person to discuss your shared values and how you can help each other. Discuss who your patients are, what their biggest challenges are and what makes your practice unique. You should relate this to the business of the person you are talking with. Be ready to describe how you help patients in your practice.

Step 5 – Focus on simple actions that are mutually beneficial

Focus any meetings or communications on the ways this relationship can be mutually beneficial, and 1-2 simple things you'd like your new partner to do. This could include mutual referrals, sharing each other's business cards, shoutouts on social media, or cohosting relevant events.

Step 6 – Make an agreement

It doesn't need to be formal, but it should clarify who is responsible for what, how long you hope to work together at least to start, and what sorts of results you're looking for.

Step 7 – Promote the partnership

Share that you're collaborating on both of your social media accounts. You could create sample content that you can each share, and might even consider a joint promotion, highlighting each of your businesses.

Step 8 – Nurture the relationship

There should be regular contact, beyond the initial agreement. Ask how it's going and if they have any feedback. Express your appreciation with a thank you note and continue to promote their business when appropriate and relevant.

Step 9 – Reflect on the partnership

After a few months, take time to think about whether the partnership has been successful, if it's led to an increase in patients, and whether you'd like it to continue. This is also a good time to consider taking a different partnership approach.

Step 10 – Consider expanding

If the partnership has been successful, consider approaching new partners to make a larger group partnership. This could help you collaborate on larger, shared marketing campaigns, or even create a "wellness collective" or official business improvement group in your area.

What You Can Do with the Partnership

Now that you know how to develop a successful, mutually beneficial partnership, you might be wondering what exactly you and your partner's business can do together. Below are some ideas:

- Create a referral network, sharing business cards and recommending each other when appropriate.
- Host joint events or workshops that might be of interest to your mutual audience.
- Swap blog posts, create joint social media content, or feature in each other's newsletters.
- Consider sharing space, if possible, e.g. you may want to rent a room from a yoga studio that you partner with in other ways.
- Create "wellness challenges" with contributions from each partner, which can help your patient retention.
- Offer onsite short massage sessions at a partner's location, such as 15 minute chair massages, during their busier times. This can work well in locations such as gyms or dance studios.

- You can put patient education materials in your partner's location, and offer to keep their materials at your clinic.
- Professional development exchange, e.g. RMTs teach gym staff about overuse injuries, and gym staff teach RMTs about their common fitness regimens.

These are just some examples of what you can do with a partnership. There should always be a discussion with your partner about what you'd like to do, and it should be a mutually beneficial situation.

Making First Contact

The first step is often the hardest, and you may be unsure of what to say when you reach out for the first time. Below is an email template that can help inspire you as you build this kind of partnership with a local business. Of course, this should be adjusted based on what type of business you'd like to partner with.

Subject: Let's Collaborate to Support our Community's Wellness

Hi [Name],

I'm [Your Name], a Registered Massage Therapist in [City/Town], and I'm reaching out to explore a potential partnership with [Their Business Name].

[Their Business Name] and my practice share the goal of helping people continue to do what they love and supporting their wellness and overall wellbeing. I'd love to collaborate to figure out how we can help our mutual clients and grow both of our businesses within our community.

Some things this partnership could include:

- Mutual referrals between our services.
- Cohosted workshops or wellness events.
- Shared educational content, which could be cross promoted on our social media channels.
- On-site massage offerings at your business (if space and time allow).

Of course, I'd be open to other ideas and opportunities that would better fit your needs and clients. If this is something you'd be interested in, I'd be happy to set up a quick chat to discuss this further.

Looking forward to hearing from you!

Warmly,

[Your Full Name]

Registered Massage Therapist

[Phone Number]

[Email Address]

[Website / Instagram, if applicable]

Mutually beneficial partnerships

Developing mutually beneficial partnerships is a great way to attract and retain patients. It's also a great way to spread the word about the benefits of massage therapy as a whole, making reaching out to potential partners a great way to celebrate Massage Therapy Awareness Week. Reaching out to potential partners can be intimidating, but as long as you focus on developing a mutually beneficial relationship that would be a good fit for your patients, your partnership will be appealing to other businesses. And by keeping the best interests of your patients in mind, you can build partnerships that are the most beneficial for everyone involved.