

NAME

Tuulia Massage Experience

The objective of the Tuulia Massage Experience crowdfunding campaign:

- Complete the course ‘Assistant Physiotherapist and Applied Sports Massage’ at *Escola de Massagem e Motricidade Aplicada (EMMA)*, Lisbon

Tiia Tuulia (1989, Pori/Finland) started to dance (Finnish) folk dances around the age of 6, since then expanded into contact improvisation, contemporary dance, and yoga, and developed an interest in dance/movement therapy. She went through a spinal surgery during adolescence, and continuously learns from its repercussions, not only in relation to dance but physical rehabilitation. Her personal experiences as a patient in physiotherapy, osteopathy, acupuncture, and massage have sparked the desire to learn more of these techniques to help others, also as a continuation to her artistic practice.

Tiia Tuulia took a course in ‘Dance and Somatics’ at *Eastern Finland's Sports Institute* in 2010-2011, and she graduated with a Choreography BA(Hons) degree from *Falmouth University* (UK) in 2015. Additionally, she completed the ‘Intensive Course in Interpretation and Choreographic Creation’ (FAICC) in Porto, Portugal, in 2016, and obtained a Dance of Life® teacher certificate in 2017. She started [Movin’ with Tiia](#) in 2018 in Lisbon, running Dance of Life® and contemporary dance classes for adults. The next aim is to train in different massage and manipulation techniques!

At the moment, her main occupation is in the operations of a multinational technology company, and having colleagues from various backgrounds and cultures has taught her a lot about people and communication, which is very important also when working with others on a physical level. She is aware of the psychological impact and importance of touch, and also wishes to transmit this to her clients.

The crowdfunding campaign could also help to establish possible client relationships. Dance and anatomy studies have given her a base for providing physical treatments, and now is the time to deepen her knowledge. She is deeply grateful for all the support she can get, no amount is too small, however check out the rewards for different donation amounts.

(about/objective)

The objective of the campaign is to complete the course 'Técnico Auxiliar de Fisioterapia e Massagem Desportiva Aplicada', at *Escola de Massagem e Motricidade Aplicada (EMMA)*, Lisbon (<https://www.emma.pt/taf.html>). The course runs from September 2019 until July 2020. During the course, I would offer massages and treatments, and movement classes to the crowdfunding supporters. I have studied dance and choreography, and my working field spans from care work to arts and to customer service. Dance and anatomy studies and experience have given me a base for providing physical treatments. By realising my long-term dream of being able to work as a masseuse I can also offer something new to my students and coworkers in different fields. The campaign could also help to establish possible client relationships.

The course has already started and consists of 6 hours per week (2x3hrs), plus an internship of 120 hours, at a sports club, gym, or a clinic. The course fee 1870€ is payable in monthly instalments, and this campaign aims to fund a part of the course. The rest will be funded by me.

The awards consist of massages of different lengths or virtual massage workshops (based on the choice of the supporter, subject to mutual agreement), and personalised dance/movement sessions (also possible virtually). The realisation (time, place) of the rewards will be communicated

personally with each supporter. I have already provided treatments, and those people are the best ones to back me up and recommend me to other possible clients. My "pitch" is to offer to give a 15-minute massage, as this type of work cannot be only conveyed with words but it needs a personal experience.

The campaign will run until the beginning of December 2019.

(budget and due dates)

Start of the course: 12th September 2019

End of the course: 30th July 2019

The course includes an internship of 120 hours, at a sports club, gym, or a clinic. Cost: 1870€, plus inscription 100€, paid in monthly instalments. The crowdfunding campaign is towards the course fee.

The rewards are:

Acknowledgement:

1€

Each supporter will be mentioned on the Facebook page.

30 min experience

10€

- 30 min massage or virtual massage workshop

Massage and Movement

25€

- 45 min massage or virtual massage workshop
- 45 min personalised dance/movement session (can also be virtual)

Massage and Movement Bliss

50€

- 90 min massage or virtual massage workshop
- 60 min personalised dance/movement session (can also be virtual)

Any amount: All supporters will be mentioned on the campaign Facebook page.

(communication plan, expectations)

In addition to social media (email, Facebook, Twitter and Instagram), I communicate with my contacts from different areas face-to-face (dance, art, work). Those social circles are very important as the nature of the campaign is not a product as such but a service that requires personal contact, and that is why it is crucial that I promote the campaign personally. I have already provided treatments, and those people are the best ones to back me up and recommend me to other possible

clients. My "pitch" is to offer to give a 15-minute massage, as this type of work cannot be only conveyed with words but it needs a personal experience.

I expect to attract up to 50 close people initially who would support with 10€-30€.