



May 2, 2019

Attention: Ms. Heather Wrenn
Executive Director
North Carolina Chiropractic Association
8412 Falls of Neuse Rd #106
Raleigh, NC 27615

To: Board of Directors
North Carolina Chiropractic Association,

From: Sherry McAllister DC, M.S. (Ed)., Executive Vice President, F4CP

Dear Leadership of the North Carolina Chiropractic Association,

The Foundation for Chiropractic Progress (F4CP) is proud to share its mission of positive press for chiropractic serving the North Carolina Chiropractic Association in Group Membership. The recent past has provided some very exciting opportunities for promoting the profession with placements in *Forbes*, *U.S. News & World Report*, *eHealth Radio*, *America's Health Insurance Plans (AHIP)*, the *Mississippi State Medical Journal* and most recently an article in *Becker's Spine Review* -- all focused on showcasing chiropractic as a drug-free, first-line, cost-effective safe approach to health. **We kindly ask that you consider Group Membership for your Association.** We would be delighted to present the benefits to your board at your request.

The F4CP has many ways for your leadership and individual members to benefit. Group Membership has its privileges: all members in good standing with your Association receive Group Membership benefits at no additional cost to the individual. The cost to the North Carolina Chiropractic Association is **\$10/full time active North Carolina Chiropractic Association** member per year. For example: If your State Association has 240 full-time State Association members and 100-part time State Association members the cost to the State Association will be \$2,400.00 and 100 part-time members will get membership at no additional cost to the State Association.

Benefits include:

- Listing in the Foundation's National Find-A-Doctor Directory
- Complimentary listings in WebMD and American Academy of Spine Physicians Doctor Directories, with millions of combined views each month **Another very exciting addition to launch in August!**
- Access to white papers and eBooks to help promote chiropractic in the community
- Live, Monthly Practice Webinars for DCs
- Live, Monthly Pump Up Your Progress Webinars for CAs
- TV and Radio Public Service Announcements (PSAs)
- Community trifold brochures on varying topics
- Social Media Accelerator™ postings

We are also proud to bring additional all access benefits to the leadership of the North Carolina Chiropractic Association, which include:

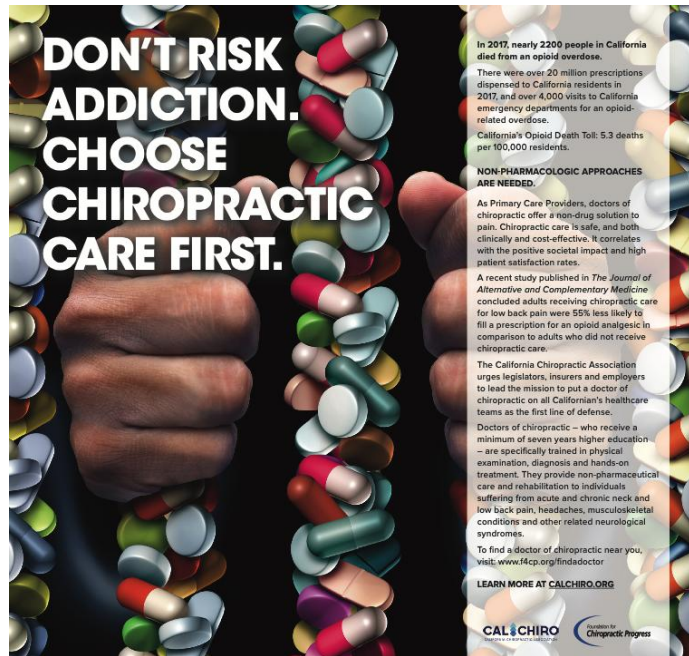
- Monthly Group Advisory Committee (GAC) webinars to share the upcoming month's campaign
- Media Mastery Bootcamp – half-day media training course for Association leaders at ChiroCongress, November 6, 2019, San Diego
- Quarterly articles for your newsletter
- State Association branding of white papers, press releases and PSAs
- Customizable marketing material in support of State Legislative Day

- Cost-sharing media outreach for State Association: Print Ads/Billboards/Train Wraps
- Access to national marketing media experts for consultation

Since October 2016, the Foundation has devoted its attention to assuring that chiropractic is positioned as a safer pain management approach than opioids in the treatment of neuro-musculoskeletal pain. Educating the public about the risks of opioid use cannot be underscored. The F4CP launched a national campaign: **“Save Lives, Stop Opioid Abuse, Choose Chiropractic.”** We are committed to helping curve the tragedies that show up daily in the media and sadly touching thousands of lives monthly.

The F4CP has the most comprehensive marketing package on opioids available. This material is encouraged to be used by all your members and leadership to share with the entire community.

Pictured right is a flyer created for the California Chiropractic Association to support their legislative event. This ad was also repurposed as a flyer for their event.



The toolkits can be found here: [Opioid Toolkit 1.0](#); [Opioid Toolkit 2.0](#); [Opioid Toolkit 3.0](#). You will see upon visiting our sites that we have a plethora of information ranging from infographics, brochures, white papers, PSAs and social media content. We have much more to share with our consumers, but we need your support. The outreach and development can only be possible when we collectively work together, and this is the reason Group Membership means so much! It provides an opportunity for us to create the media pieces for your State to utilize however you see best.

We are stronger together and we welcome Arizona to be part of our mission. Group Membership assures that your members will have access to the most up-to-date material necessary to help fight the opioid crisis in your community, educate target audiences of the health and wellness benefits of chiropractic care and aid in our mission for positive press for the profession.

We are grateful for your consideration. We would be delighted to present at your next Board meeting to share more thoroughly the campaigns and the benefits. Let's build a future we can all be very proud of!

Warmest Regards,

Sherry McAllister M.S (Ed)., DC
Executive Vice President
Foundation for Chiropractic Progress