JOIN THE PACK

Goal Engagement in the profession
IACP being the principle unifying group for chiropractors.

Methods
point system
swag
award at convention
reminders via email
welcome packet of swag with explanation of the point system
District reps carrying the same unified message to the individual offices with swag.

Points system
DC’s get points for:

- contacting local senators and representatives
- attending district meetings
- checking in with district rep periodically
- wearing their Join the Pack shirt in public
- inviting other chiropractors to join the pack
- attending IACP sponsored events
IACP Presents: Join the Pack Initiative!

DC,

CONGRATULATIONS! You received this piece of awesomeness because you are an IDAHO Chiropractor! You are invited, most urgently, to ‘Join the Pack!’ You are important. The pack needs you to grow in strength. You make miracles happen everyday, we make miracles happen everyday. Imagine how much more powerful could we be if we were all UNITED?!

We are making the call to UNITE!

We want you to JOIN THE PACK! Our profession is under attack. Being the lone wolf is no longer an option. It starts with the little things. Uniting our profession is the beginning. At Convention, Dr. Betz gave a powerful speech about the need for unity and the state of the profession. This initiative is building upon that presentation by launching a systematic approach, for all DCs, to take action steps toward that unity.

Here’s how it works:

Earn points for completing various UNIFYING activities, for the year, culminating at Convention. Each tier of total points yields different levels of award. Each action must be verified by your local REP or a Board member via email, letter, phone call, FB etc.

Use the attached laminated card to hang up in your office for your team to see. Keep track of your points and verification to collect your rewards! POINTS start accruing as of TODAY until Convention.

We are so excited to take ‘Join the Pack’ to the next level with ACTION! Please contact the ‘Join the Pack’ Initiative committee chair, John Gray, former IACP President, for any questions or clarification.
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Actions that earn points:

contact your local senators and representatives with concerns or celebrations! 100 pts
attend district meeting 50 pts each
check in with district rep periodically 25 pts
wear your ‘Join the Pack’ shirt in public 25 pts
invite other chiropractors to ‘join the pack’ 50 pts
attending IACP sponsored events 100 pts
publish cases 100 pts

Reward Tiers:

1000 pts or more
- 30% off convention registration
- recognition at convention
- choice of ‘golf package’ or ‘family fun package’
- pack swag for office team

750 pts or more
- 20% off convention registration
- recognition at convention
- choice of restaurant gift card

500 pts or more
- name listed on website for joining the pack
- pack swag for office team
- choice of restaurant gift card

200 pts or more
- name listed on website for joining the pack
- choice of restaurant gift card