

# 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.

# IACP PRESENTS: JOIN THE PACK INITIATIVE!

## 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