

F4CP Membership Benefits

Support positive press for the chiropractic profession and simultaneously receive the following at no additional cost! View all materials at: www.F4CP.com.



- ✓ **National Print Ads** - Featuring Foundation spokespersons these can be used for local marketing and office use
 - 📺 14"x24" posters available for office use (depending on level of contribution)
- ✓ **Press Releases** – Relaying positive chiropractic stories to share with local media
- ✓ **Advertorials** – Print-ready editorial ads welcomed by small/medium newspapers
- ✓ **Webinars** - Focusing on topics that will enhance practice management and marketing
- ✓ **Monthly Newsletters**
- ✓ **Public Service Announcements (PSA)** – Available in 60 seconds, certain spots also available in 30 seconds
 - 📺 Nine TV PSAs, including the following subjects:
 - Jerry Rice – Hall of Fame
 - General Halstead – Military and Chiropractic
 - Backpack Safety
 - Washington Redskin Cheerleaders – Injury Prevention
 - Driving Safety
 - Managing Fibromyalgia
 - Sciatica
 - Nutrition
 - Workplace Stress
 - 📻 Eleven Radio PSAs, including the following subjects:
 - Jerry Rice – Benefits of Chiropractic – 60/30 seconds
 - Obesity
 - Excessive "Screen Time"
 - Gardening Tips
 - Winter Illness Prevention
 - Sciatica
 - Stretching
 - Healthy Living Tips for Baby Boomers
 - General Halstead – Benefits of Chiropractic
 - Washington Redskin Cheerleader Talks Injury Prevention
- ✓ **White Papers** – All that validate the efficacy and cost-effectiveness of chiropractic care. These papers can be invaluable in patient lectures and outreach initiatives.

Tracking Success

*"I support the Foundation for Chiropractic Progress, but had not taken advantage of any of the benefits of being a contributor directly although I believed I was benefitting from their visibility. The recent study regarding the effectiveness of chiropractic care outcomes when treating sciatic secondary to lumbar disc herniation sent out by F4CP caught my attention. I printed this article and delivered it to the MD in my building. Within 4 days, she had already referred 5 patients to my office. **Thank you F4CP!**"*

Dr. Renee Haberl, President, Arizona Association of Chiropractic



*All materials are available FREE for personal use, provided there is no change to original text with the exception of contact information. Please contact a Foundation representative for access.