



# STATE ASSOCIATION TOOLKIT

This toolkit is designed to equip state associations with the tools and resources needed to support and promote the Chiropractic Future Strategic Plan.

This toolkit, which includes both internal and external content and resources, has everything you need to run a successful campaign to educate your board and your members.



[www.chiropracticfuture.org](http://www.chiropracticfuture.org)



503-922-2933



PO Box 707, Molalla, OR 97038



## About Chiropractic Future Strategic Plan

In November 2019, individual chiropractors and representatives from chiropractic national and state organizations, colleges, corporate partners, and others joined together to share ideas focused on the future of the chiropractic profession. These dedicated volunteers shared a goal of identifying efforts that a diverse group of individuals and organizations could support.

Chiropractic stakeholders expressed strong support for a national, strategic plan that would lead the entire profession into a thriving future, focusing on:

- Implementing an inclusive, transparent, grassroots, and data-driven process through which to create a national strategic plan,
- Inviting the entire profession to participate in identifying commonly desired goals and establishing unifying priorities, and
- Utilizing volunteer teams representing the full scope of the profession to create an action-oriented, measurable strategic plan.



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In 2020, with the help of seasoned professional facilitators, this visionary idea became the Future of Chiropractic Strategic Plan project. Quantitative and qualitative data was gathered from nearly 4,000 participants representing all corners of the profession. They helped identify common goals and priorities, which became the foundation for the Strategic Plan.

A mere eighteen months after the idea was born, truly collaborative, volunteer work groups are continuing their work to implement this historic, actionable, measurable, Future of Chiropractic Strategic Plan. A Leadership Committee has been elected by the volunteers to help lead these efforts.

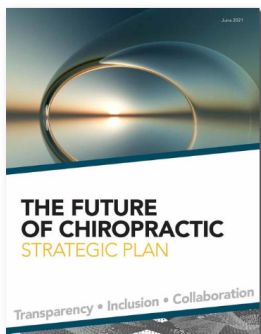
## Professional Identity Statement

Doctors of Chiropractic are essential health care providers who assist the body's natural ability to heal. They are experts in evaluating, diagnosing, and managing many neurologic, muscular, skeletal, and other conditions. Chiropractors provide safe and effective care, focused on improving function and optimizing quality of life. Chiropractors are trusted members of health care teams that work with patients to achieve their goals, through every stage of life.

## Visionary Goals

- The Chiropractic profession is unified without the need for uniformity.
- Chiropractic is the first choice for health and wellness.
- Compensation for chiropractic services is at parity with other medical professions.
- The Chiropractic profession is validated and enhanced by a coordinated, accessible, evidence-based research environment.

## Download the Strategic Plan Overview



<https://storage.snappages.site/Q3CP9P/assets/files/Future-of-Chiropractic-Strategic-Plan-we-99.pdf>



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# Resources for Your Association



## 1 Sign the Resolution of Support

On behalf of the chiropractic profession and their current and future patients, we ask for your support and advocacy as we work together to successfully implement the Strategic Plan! You will want to join the voices of those chiropractic professionals who represent the diverse philosophies and practice styles that make up the chiropractic profession.

Add Your Name to the Resolution: <http://forms.chirocongress.org/view.php?id=92816>

Download the Support Letter:

<https://storage.snappages.site/Q3CP9P/assets/files/Resolution-Call-to-Action-Letter-A.pdf>

Download the Resolution: <https://storage.snappages.site/Q3CP9P/assets/files/Resolution-Supporting-the-Chiropractic-F-79.pdf>



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## 2 Social Media

Follow us on social media and share the resources below and on our social pages.

f <https://www.facebook.com/ChiropracticFutureStrategicPlan>

ig [https://www.instagram.com/chiropracticfuture\\_sp/](https://www.instagram.com/chiropracticfuture_sp/)



[www.chiropracticfuture.org](http://www.chiropracticfuture.org)



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### 3 Download the app.



 iTunes App Store

[\*\*Download the App\*\*](#)

 Google Play

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 Amazon Appstore

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Share the videos in e-blasts or



## 4 Share the videos in e-blasts or newsletters.

<https://www.chiropracticfuture.com/media>



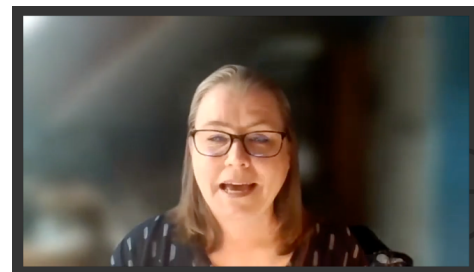
**Leadership Team Update**



**ChiroTech Consortium Update**



**Government Affairs Update**



**Research Update**



**Strategic Plan History**



**Fundraising Update**



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## 5 Invite Us to Speak at Your Next In-Person Event

Nothing helps us get the word out about the Chiropractic Future Strategic Plan like having a member of our Leadership Team or one of our Work Groups present about the strategic plan's past, present, and future in person. This allows your attendees to learn more and ask questions.

## 6 Send this letter to your members.

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On behalf of the entire chiropractic profession and their current and future patients, we are asking for your support and advocacy as we work together to successfully implement the Strategic Plan! You will want to join the voices of those chiropractic professionals who represent the diverse philosophies and practice styles that make up the chiropractic profession.

You can support the Chiropractic Future Strategic Plan by:

- Following the Chiropractic Future Strategic Plan on Social Media
- Sign up for Updates
- Download the app
- Get involved
- Make a donation

This is your plan to support the future of the chiropractic profession! Thank you for your support.

State Association Name







CHIROPRACTIC  
FUTURE  
STRATEGIC PLAN



# MAKE A DONATION

Join us in this history-making effort by providing an individual or corporate contribution today! <https://www.chiropracticfuture.com/give>



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