

Eighty-Two Cents a Day

We're looking for 20,000 doctors of chiropractic to contribute \$25 per month to the Foundation for Chiropractic Progress in 2006! A 12-month commitment is all we are seeking! What an offer at just 82 cents a day!

If you could participate in a national franchise for only \$25 per month, would you be interested? Just think about the possibilities of what this profession can accomplish if we had just 50 percent of the profession participating in the Foundation for Chiropractic Progress.

I was once advised to just ask for what you need in order to accomplish a task. The foundation needs to receive contributions from the profession in 2006 to demonstrate to the current contributors that this profession wants a national public relations campaign. In this new year, the Campaign for Chiropractic will work to create numerous positive press releases to educate the public on the many benefits chiropractic care has to offer. We are working with an internationally known firm to establish positive press for you, and each time we place an article in print, we will send a laminated copy to all of our contributors.

I am so thrilled with the response we have received from my recent article, "Sometimes I Just Want to Tell Some Members of the Profession to Shut Up!" (Dec. 17, 2005 *DC*: www.chiroweb.com/archives/23/26/13.html)

I thank all of you for writing - your generosity and show of support were great motivators!

If the F4CP is to become what this profession believes it can and should be, we need your monthly contributions. The sooner we get the field doctor involved with a monthly contribution, the sooner we can place national ads across the country.

Can we count on 20,000 doctors contributing to the Foundation for Chiropractic Progress? I think we can! I am also hopeful that 20,000 doctors or more will finally realize that the F4CP is their national marketing foundation; together, we can make an impact like never seen before!

I look forward to your response ...

JANUARY 2006