

F4CP Making a High-Impact Impression

WHAT THE FOUNDATION IS DOING FOR YOU AND YOUR PRACTICE.

Editorial Staff

The Foundation for Chiropractic Progress has released details of its 2016 strategy, certain elements of which are already in play. The strategy includes ads, posters and other resources available to all [F4CP members](#). A few examples:

- The foundation is now producing video PSAs in 30- and 60-second formats for local television stations. They can be customized for your office and submitted to TV stations in your area.
- [Athletic TIPS](#) is now supported by a national marketing campaign, with ads in *The Wall Street Journal* and *USA Today*. Similar marketing efforts will continue in 2016. Ads focus on youth sports safety and can be customized for your office and website, and submitted to local media. [View all ads here](#).
- New posters featuring professional golfers Jordan Spieth, Zach Johnson and their chiropractor - Dr. Troy Van Biezen - are also available. [View all posters here](#).
- The F4CP issued 18 press releases in 2015 (also customizable for your use), with more to come every month.
- The foundation is busy promoting results of the inaugural [Gallup-Palmer College Report](#) in the media.
- A [national campaign](#) to promote your listing on the F4CP's online directory of members will launch soon.

To view the entire library of resources available to F4CP members, [click here](#).

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