



 Walking towards 1 million extra years of . . . .

## *1 Million Extra Years*

### **Backstory**

Thanks to many, [Walk with a Doc](#) was given the honor of collaborating with the [Robert Wood Johnson Foundation](#). Together, with [Spitfire Strategies](#), we set a moonshot goal of adding **300 New Walk Chapters** to our family by 11:59p EST of June 30, 2018.

### **How in the world are you going to do that?**

We (read: Rachael, Jessica, Bryan and I) are working, with many of you, 24/7 to accomplish this dream. We need to average 25 new chapters/month (holy!). July and August were very exciting (17 and 18). The 46 (11 in June) we've added are all 'Mom and Pop' word of mouth. So, we are continuing to establish relationships to go bigger.

In an effort to achieve this goal, I'm going to a weightlifting class (didn't want to say BodyPump) 2/week to increase my levels of masculinity. This provides me the confidence to enter WWAD World HQ and say:

### **ARRRRGGHH!!! ADD MORE WALKS!!**

This, in turn, will intimidate Rachael, Jessica, and Bryan into a working frenzy (like they already are doing I must admit).

There's nothing scarier than working with a pirate.

### **How did we come up with a goal of 300 new chapters?**

Yes, great question.

1 Million Years (Challenge) divided by 7 years (life prolonged by walking 25 minutes/day) = 142,857.

142,857 people distributed over **300 additional walk chapters** would be 476 people per Walk chapter = 10 people\*/week (with 4 holidays).

At this rate, 1 new chapter adds 3,333 years of life!

**Why are you writing your newsletter like [Skimm](#)?**

We read it most mornings. Must've rubbed off on us.

**Someone told me you don't want money for this campaign, you're actually giving it away?**

I don't know how you heard that ,b/c we're just announcing it, but that's correct.

We need your help, not your money.

Actually, we want to **give you money**.

How about that? A campaign where someone doesn't *want* your money, they want to give you money (*I get it David. You may need things repeated, I don't*).

We need your help spreading the word 2017-2018-style. Posting on [Facebook](#), [LinkedIn](#), Insta, Twitter, Rocket, Pinterest, Snap, Reddit, [etc](#).

Sharing with your friends, neighbors, family in the healthcare field.

Forwarding the newsletters.

(I made up Rocket)

Then we show you the **money**.

**Give me an example?**

Dr. Smith calls and Jessica asks her how she heard about Walk with a Doc.

She says you.

You get \$100.

**Why did you put an asterisk next to people up there?**

Thanks to [Y'all](#), we have learned that putting a Walk with a Doc chapter in your community will motivate many in addition to those who attend.

They'll read about it in the [paper](#), see it on the [World Wide Web](#), or catch your sweet mug on [TV](#).

We very conservatively set that number at 10 (it's in the 1000's).

**What else? This is a lot more long-winded than Skimm.**

Two more things.

1) Thank you for filling our days with excitement and love and second, please...

**Stay Hungry. Stay Foolish.**

Rachael, Jessica, Bryan and David

