



WELCOME PACKET

We are thrilled to welcome you to the Walk Family!

Our mission at Walk with a Doc is to *inspire communities through movement and conversation*, and we can't thank you enough for making that a reality in your community!

It is an honor to partner with you and we're excited to help you launch your program.

WITHIN YOUR WELCOME PACKET

1. WELCOME LETTER
2. MARKETING RESOURCES
3. SOCIAL MEDIA
4. WALK INFORMATION
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6. INSPIRATION

INSPIRING COMMUNITIES THROUGH MOVEMENT AND CONVERSATION

www.walkwithadoc.org | contact@walkwithadoc.org | (614) 714-0407

WELCOME LETTER



Dear World Changer,

Thank you for your dedication to Walk with a Doc. We are thrilled to have your leadership as we embrace Margaret Mead's motivational words, "Never doubt that a small group of thoughtful committed citizens can change the world: indeed it's the only thing that ever has." Through your support, we are taking big steps toward improving the health of the world.

Please feel free to call or email anytime and let us know how we can help support you: whether it's brainstorming new marketing ideas, ordering more [WWAD swag](#), or celebrating your "[walk wins](#)". We're here for you every step of the way.

Thank you for taking this journey with us to transform healthcare.

Health and Happiness,

R L Habash

Rachael L Habash
Chief Operating Officer
Walk with a Doc



CLICK HERE TO
MEET THE
WALK HQ TEAM

MARKETING

LEADER PORTAL

If you're browsing this welcome packet and only have time to do one thing... sign up for the leader portal! It's your virtual home for updated marketing materials, best practices, health topics and much more.

walkwithadoc.org/leader.

- MARKETING GUIDE
- LOGOS & IMAGES
- PRESS RELEASE
- FLYER TEMPLATES
- HEALTH TOPICS
- SOCIAL MEDIA POSTS



WALK WITH A 'DOC'UMENTARY

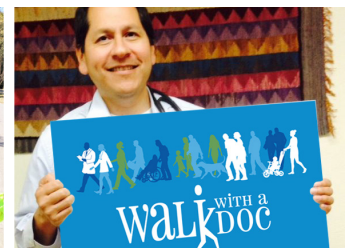
As a bonus marketing tool, consider showing the Walk with a 'Doc'umentary to your staff and community to show them what you're up to. walkwithadoc.org/alternateroute



MARKETING TIPS

Be on the lookout for weekly marketing tips headed to your inbox on these topics:

- OVERALL STRATEGY
- FLYERS, POSTERS, RX PADS
- SOCIAL MEDIA
- PARTNERSHIPS
- MEDIA, PRESS, NEWS
- WALK INCENTIVES



WALK INFORMATION

LIABILITY INSURANCE

Your WWAD membership includes liability insurance that covers all walkers, leaders, and volunteers at your Walk with a Doc events. You can walk as often as you'd like in both the outdoor and inclement weather location that you designated on your application. If you'd ever like to move your walks to a different location, please let us know and we'll get everything squared away with our insurance team and on your website.

WAIVER AND SIGN-IN SHEET

At your walks, please have participants **read** the waiver and then **sign** the sign-up sheet. They have the option to give their email address if they'd like to receive our international WWAD newsletter (which can serve as a reminder about your WWAD program) so please send us the sign-up sheets after your walks. Participants only need to sign-in once per year, but many groups have them sign-in at each walk to track attendance.



WELCOME FLYER

Bring copies of [THIS FLYER](#) to your walks to introduce new walkers to your program. This will let them know that they're part of something BIG and encourages them to keep walking!



WALK TIPS

If you remember one thing only... have fun! Please feel free to call or email us anytime to ask questions, seek advice, or gain a confidence-boost. Check out these documents for some extra tips:

WINNING WALK 101

TIPS FOR YOUR 1ST WALK



www.walkwithadoc.org | contact@walkwithadoc.org | (614) 714-0407

SOCIAL MEDIA

OUR CHANNELS

Follow us on social media to learn what's happening with other WWAD chapters just like yours around the world. We frequently post health tips and [100 Reasons to Walk](#) for you to share with your network. Please tag [@walkwithadoc](#) so we can see what you're up to and maybe even share your posts with everyone we know!

 facebook.com/walkwithadoc

 linkedin.com/company/walkwithadoc

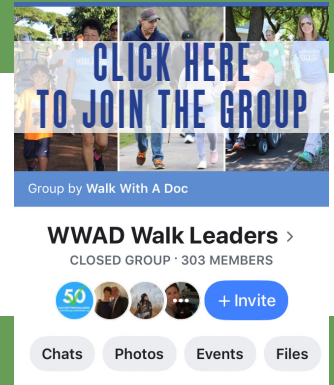
 twitter.com/walkwithadoc

 youtube.com/walkwithadoc

 instagram.com/walkwithadoc

LEADER FACEBOOK GROUP

We'd like to invite you to join our [Walk Leader Facebook Group](#) to see what's happening with walks around the world, and maybe snag some advice about what has brought other walks success. We encourage you to post updates and ask questions!



LINKEDIN PROFILE

Adding Walk with a Doc to your volunteer experience on your LinkedIn profile offers an opportunity to connect with fellow Walk Leaders in a more professional setting. Plus, you should be bragging about your new leadership position! [Click here](#) for some simple instructions.

EMAIL SIGNATURE

Add WWAD to your email signature to show your excitement and easily spread the word about your walks.

Here's a sample: Join me for a walk! Learn more at www.walkwithadoc.org



MERCHANDISE

WALK SWAG

If you ordered a toolkit, it will be headed your way shortly. If you ever need more swag for your walkers or walk leaders, feel free to send us an email or check out our online store: walkwithadoc.org/shop



CUSTOM ITEMS

Our merchandise team can custom-order just about anything you can dream of so don't hesitate to ask!



INSPIRATION

We are so excited for you to start reaping the [benefits of walking](#) with your patients and community! Below are examples of the fun that is to come. As you encounter similar experiences, please share your “walk wins” with us so we can celebrate with you and share them with the world.

WALKERS

GARY
Dixon, IL



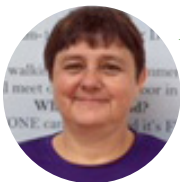
“At 81 years old, I attend Walk with a Doc almost every week. Walking has become much more enjoyable, and I’ve been blessed with the unexpected benefits of it. I know I’m in a better state of health because of Walk with a Doc.”

AMAR
Columbus, OH



“To me it goes beyond the medical aspect really. These doctors and other medical professionals that we walk with and interact with, they almost become like your family.”

KATHY
Worcester, MA



“Walk with a Doc has been both a fun and educational experience... I have lost 5 pounds so far and my cholesterol levels and blood pressure are down. Dr. Kansra goes way beyond what I had expected.”

MEET OUR WALKERS

DOCS

SUSAN PIKE MD
Plastic Surgery
Georgetown, TX



“I support the WWAD program wholeheartedly. I come away each time feeling energized, positive and as if I have touched someone in a way I cannot in my office.”

DAVID SABGIR MD, Cardiology
Founder and CEO of WWAD
Columbus, OH



“I’ve been walking with my patients since 2005, and Walk days continue to be the highlight of my career. There’s nothing more satisfying than seeing my patients moving and connecting with smiles on their faces.”

NANDANA KANSRA MD
Internal Medicine
Worcester, MA



“WWAD is an opportunity to get fitter, it’s a way for patients to meet others looking for company to walk with, it is an education, it is laughter, it is camaraderie, it is group therapy.”

MEET OUR DOCS



We have partnered with **WALK WITH A DOC** to launch a **WALK WITH A FUTURE DOC** program at our school. Walk with a Doc is an international non-profit that was started in 2005 in order to improve health through physical activity, strengthen relationships between physicians and patients, and provide access to health information and education.

WALK WITH A FUTURE DOC is a fun, free, safe place to get some steps, learn about health, and meet new friends. We're excited to ditch our white coats in favor of a ball cap and sneakers to transform health in our community, but we need your support! **We're asking for your commitment to:**

INVITE YOUR PATIENTS TO OUR WALKS Patients are a prime audience for Walk with a Future Doc events and we, as students, have limited access to them. We'll send you flyers or prescriptions with our Walk information to share with each of your patients.

SHARE THE WALK WITH YOUR NETWORK Feel free to share with your office team and other colleagues, hang a poster in the office, post on social media, add to your email newsletters, wear Walk with a Doc shirts, etc. Your family and friends are welcome to come too!

ATTEND THE WALKS WHENEVER YOU CAN We'd love to have you join us whenever you're able! The Walks are open to everyone in the community.



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I COMMIT TO SUPPORTING THIS WALK WITH A FUTURE DOC INITIATIVE:

Name: _____ Title: _____

Signature: _____

Email: _____