

Franciscan Health Walk with a Doc Application Packet

* Required

Personal Information

1. State *

2. City *

3. Organization Name *

4. Primary Walk Contact Name *

5. Primary Walk Contact Email Address *

6. Primary Walk Contact Phone (Direct line if possible) *

7. Zip Code of Organizataion *

8. Address of Organization *

Marketing and Promotional Activities

Marketing and Promotional Activities

1. Each Walking Program must include a regular walk (at minimum, monthly) and the participation of either a resident physician actively participating in a residency medical training program or a board-certified physician (in each instance, the "Physician") at each walk.
2. The Physician is encouraged to provide a three to eight minute informational talk prior to each walk.
3. The Physician must, at a minimum, commit to a sixty-minute commitment for each walk.
4. The Company may provide fruit, granola, water and coffee for the participants of each walk.
5. The Company must display Just Walk's logo at each walk. Upon request of Just Walk, the Company will also display the names and/or logos of Just Walk's sponsors on walk marketing and promotional materials.
6. The Company must be receptive to representatives of Just Walk's sponsors attending the Company's walks and disseminating sponsor literature.
7. The Company must participate as a member in Just Walk's liability insurance and shall provide notice to Just Walk of the location of the walk to be listed with the insurance carrier. The Company shall not walk at a different location without obtaining prior written approval of Just Walk.
8. The Company must offer participants in the Walking Program the option to sign-up for the National Just Walk newsletter. The Company shall use its best efforts to register participants to take part in the Walking Program and to obtain executed waivers in the form provided by Just Walk to the Company as part of the registration process.
9. The Company shall not through itself or through any third party or entity, including, but not limited to, a physician affiliated with the Company, such physician's practice, or a health system affiliated with the Company, advertise, promote, sell or distribute any products at any walk unless previously approved in writing by Just Walk.
10. The Company must receive prior written approval from Just Walk of the content, message and delivery of any disclosures, posts or messages it or its affiliates, representatives or employees intend to disseminate to the media, social media or the press, in any form or format, prior to making such disclosures to the media, social media or press. Just Walk may, in its sole discretion, withhold or decline such approval.

9. What questions do you have about these guidelines? *

Liability Insurance Application

10. Lead Physician

11. Lead Physician Specialty

12. Lead Physician Email

13. Lead Physician Phone

14. Address of Walk Location 1 *

15. Address of Walk Location 2 (optional)

16. Goal # of Walks per year (52 = weekly, 24 = bi-weekly, 12 = monthly) *

Mark only one oval.

52

24

12

Other: _____

17. Goal Start Date of Walk *

Example: December 15, 2012

Membership Options (Select One)

You will receive an invoice from Walk with a Doc for the membership option you select.

18. *

Mark only one oval.

Basic Kit (\$350)

Starter Kit (\$592)

Launch Kit (\$1,084)



Basics (\$350):

- Liability insurance coverage for the walk (covers everybody - medical professionals, volunteers and walkers)
- Webpage development and maintenance (by us, for you) on WWAD's site outlining everything you wish to share including links to your medical webpage
- Access to WWAD Leader Portal to collaborate with Walk Champions around the country
- Marketing material updated monthly to keep the Walk advertising "fresh"
- A how-to guide, along with starter documents including waivers (English/Spanish), flyers, newsletter sign-up sheet and a press release
- Access to the weekly newsletter containing upcoming WWAD event dates, pertinent medical studies/information and much more
- Newsletter mention welcoming you to the WWAD family (link to your medical webpage included)

Starter Kit (\$592):

In addition to the "Basics", members will receive the following:

- A starter set of Franciscan branded t-shirts for walk participants or volunteers
- A sample pedometer and car magnet just for fun
- "Prescription pads" prescribing walking

Launch Kit (\$1,084):

In addition to the Starter Toolkit, members will receive the following:

- 50 Franciscan branded WWAD t-shirts in total
- 50 WWAD pedometers
- One large vinyl promotional Franciscan branded WWAD banner to post in an office or at the walk location
- One WWAD yard sign to post at the walk to notify participants of the walk location

*All membership packages include over the top support from Walk with a Doc Headquarters through the entire membership.



For more information, visit walkwithadoc.org or call 614-714-0407

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