

# CASE STUDY: CHIROPRACTIC FUTURE - A VISIONARY STRATEGIC PLAN

## THE CLIENT

The Congress of Chiropractic State Associations (ChiroCongress), comprises more than 85,000 professionals and over 40 associations committed to ensuring the advancement of the profession and improving patient access to chiropractic services.

## THE PROJECT

Sharity was engaged to collaborate with to develop their first strategic plan. To achieve this, Sharity oversaw extensive data collection, including focus groups, stakeholder interviews, and working groups with nearly 4,000 individuals who participated on this process. Sharity set up a structure, started ChiroCongress's nonprofit and political action committee, and assisted in recruiting nonprofit staff.

## THE RESULT

Sharity oversaw the development of their initial fundraising plan, and their first capital campaign. Two years later, the plan has been implemented and is actively moving forward. A ChiroCongress fellowship was recently established at Dartmouth College within their Geisel School of Medicine.

## MATERIALS

Further information on The Future of Chiropractic Visioning and Strategic Planning Project is available at:

- <https://chiropracticfuture.org>



Transparency  
Inclusion  
Collaboration

