

CASE STUDY: CHIROPRACTIC FUTURE — A 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 NEED

By 2020, the chiropractic profession had reached a crossroads. The field lacked peer-reviewed research published in mainstream journals that communicated the efficacy of chiropractic care. Other approaches to musculoskeletal health concerns had gained traction. Despite these existential threats, the profession had yet to come together to work collaboratively on a solution. It was clear that the time had come for a shared vision, strategy and fundraising for the future. They engaged Sharity to develop their first strategic plan.

THE PROJECT

In August 2020, The Chiropractic Future Visioning and Strategic Planning Project was launched. Practicing chiropractors from all over the world alongside the profession's stakeholders participated. Quantitative and qualitative data gathering, from all corners of the profession, included focus groups, stakeholder interviews, and working groups. Nearly 4,000 individuals contributed. Data collection resulted in the identification of common goals and priorities.

THE RESULT

Eighteen months after the idea was born, a historic 2021–2026 strategic plan was developed, with a goal of raising \$15M. A dedicated fundraising committee has been established. This work included launching and funding a research fellowship at Dartmouth College. Sharity has also established ChiroCongress's nonprofit and political action committee.

MATERIALS

Further information on The Future of Chiropractic Visioning and Strategic Planning Project is available at: <https://chiropracticfuture.org>



TO DATE

14 GOALS ACHIEVED

1.8M RAISED

15,000 VOLUNTEER HOURS

202 SUPPORTERS