



# 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

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INSPIRING COMMUNITIES THROUGH MOVEMENT AND CONVERSATION

[www.walkwithadoc.org](http://www.walkwithadoc.org) | [contact@walkwithadoc.org](mailto: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](http://walkwithadoc.org/leader).

- MARKETING GUIDE
- PRESS RELEASE
- HEALTH TOPICS
- LOGOS & IMAGES
- FLYER TEMPLATES
- 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](http://walkwithadoc.org/alternateroute)



## MARKETING TIPS

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

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

Please have participants **read** the waiver and then **sign** the sign-up sheet before or at their 1st walk, and then once per year. We prefer that you use the e-waiver but feel free to also bring a paper version for those that don't have a smartphone or have connection issues. After printing the e-waiver, make sure you **add your chapter #** at the bottom (check your welcome email, WWAD website, or reach out to us if you need this). This is important for liability reasons, but also a great tool to track email addresses to communicate with your walkers. Email us anytime for your "roster".

CLICK HERE  
TO DOWNLOAD  
THE WAIVER AND  
SIGN-IN SHEET.

## 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



# 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](https://facebook.com/walkwithadoc)

 [linkedin.com/company/walkwithadoc](https://linkedin.com/company/walkwithadoc)

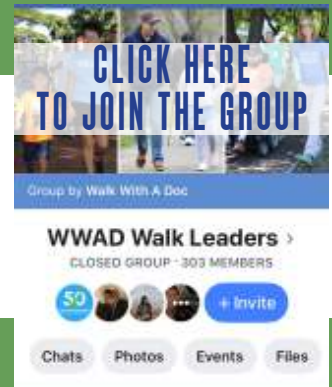
 [twitter.com/walkwithadoc](https://twitter.com/walkwithadoc)

 [youtube.com/walkwithadoc](https://youtube.com/walkwithadoc)

 [instagram.com/walkwithadoc](https://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](http://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](http://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