

WHY WWAD?



- 1. EVIDENCE-BASED PROGRAM** Findings from a recent Robert Wood Johnson Foundation supported research study support our program's ability to increase participant physical activity, social connectedness and knowledge of healthcare issues. [Click here](#) for a summary of the findings.
- 2. WWAD TRAVELS** We frequently hear from people who have moved cities "but don't worry I already found my local Walk with a Doc chapter." [Click here](#) for a recent example. The reach that we have as a national organization allows people to sustain the healthy strides that they've made through walking regardless of where they are in the country. We want this reach to grow, so that people can travel anywhere in the country (and beyond) and know that they have someone to walk with.
- 3. CATCHY AND FUN NAME!** With national brand recognition.
- 4. NATIONAL PRESS** When we receive national press, you share in the spoils. Our chapters have noticed bumps in participation from our press on CNN and in the Surgeon General's Step It Up! Challenge.
- 5. RETURN ON INVESTMENT** [Click here](#) for a few examples.
- 6. HISTORICAL BACKING** We've done all of the background work for you and are here to offer support as trouble comes up. We have worked hard as an organization to foster trust from community members. As our brand continues to grow, this trust draws more participation to our walks across the country.
- 7. FLEXIBILITY** Some people fear that we will take away their freedom to market, or to run their program as they like. We won't! We are here as support. You know what's best for your community, and it would be silly of us to try to control your efforts. We have tools and resources for you to use as you see fit.
- 8. LIMIT THE COMPETITION** If another organization in your area attempts to start a walk, you will know about it. We will do our best to ensure they are not walking in a competing time slot or location.
- 9. MARKETING SPENDING** With the membership cost, you are paying for liability insurance, tangible goods, and access to a wealth of electronic marketing material that you can use as-is or edit to meet your organization's needs (read - less of a burden for your marketing team, so they can focus their efforts on dissemination).

