



Holiday Mailer Procedure

1. Order the Holiday mailer from Print House or design in-house.
2. Assign a staff member the project (Usually PRCA is in charge of this)
3. Start the campaign last week of November
4. CA: *Do you have a minute for me to tell you about a gift we would like to give you for the holidays?*
Go to a private room
5. Private room chit chat:
Our purpose is to help as many people as possible get well through chiropractic care. We have a special gift that could change a person's life that we'd like to tell you about. This holiday season we want to give the chance to give several people you know a gift certificate worth \$150 towards natural chiropractic care. It will cost you nothing. However, for every person you send this to who chooses to become a patient, you will receive a free adjustment at our office.
(In California this procedure cannot be used with a reward)
6. Show them the card and certificate.
7. Ask them: is there anyone you know who lives locally, who has a health problem, that you would like to send this gift to?
8. If they say yes, ask them: *Do you use a Day Timer or address book?*
If yes, see if they have it with them. If not, have them bring it the next visit.
9. Have them look through the Day Timer or address book and choose people to send the card to.
10. Ask them to address each card and write a personal message inside the card on the side opposite their signature. The personal message "should encourage the person to use the certificate".
11. Make a list of all patients, who they referred, the relationship to the patient, and the health problem they have, as well as their address.
12. Tell the patient you will provide the stamps and send it to them. If they prefer to send it themselves, tell them you are limiting the number of certificates sent out and need to know how many are sent. If they don't mind, you would rather send them yourself.
13. Wait five days and call the person who received it. You would use the Primary Script and remind them the certificate is good for 30 days (or until the expiration date).
Ask them: *Do you still have the certificate?* (half of them will not have it) Tell them it is okay, they don't need the certificate to take advantage of the gift that was offered.

Tell them the best gift they could have is their health. Tell them if you want, they could give themselves a gift and come in before Christmas. The holidays are usually stressful and it would be a good idea to get in before they start, if they can.

