

ChiroPAC 2024 - Updates & Refresh Ideas

Goal: Reorganize and rename donor levels to create more interest, engagement and identity among supporters. Instead of our long-standing “gladiator” hierarchy titles, change to tier names that evoke health, alignment, and support -- themes central to chiropractic care. Include preferred options for automatic monthly donations.

Giving

Level Title & Characterization

\$60 (\$5/mo.)	Wellness Supporter - Begin your support journey, much like your patients at the start of their wellness journey.
\$120 (\$10/mo.)	Alignment Advocate - Your donation helps us align the goals of the PAC with yours.
\$240 (\$20/mo.)	Spine Sponsor - Become the backbone of our campaign efforts.
\$480 (\$40/mo.)	Health Hero - Share your interest in advancing chiropractic healthcare advocacy.
\$1,200 (\$100/mo.)	Backbone Builder - Elite donors supporting the structural growth of ChiroPAC.
\$2,400 (\$200/mo.)	Legacy Leaders - Our top-tier contributors placing emphasis in creating a lasting impact in chiropractic healthcare advocacy.

Special Recognition Top Tiers

\$5,000	Chiropractic Champions - Among our most dedicated supporters who go above and beyond in their contributions and advocacy.
\$10,000	Spine Society Elite - Pivotal donors shaping the future of chiropractic through their ongoing lifetime visionary support.