

## COMMUNITY OUTREACH CASE STUDY

# Gardner Chiropractic

Co-founder / Marketing · 1997-2004

**1**

TRUCKING CONTRACT

**Pro**

ATHLETE EVENT

**Sideline**

PARTNERSHIP

## Overview

Built community partnerships and secured business contracts through strategic outreach, event planning, and relationship building for a chiropractic practice startup.

## My Role

As Co-founder with responsibility for Marketing and Community Outreach:

- Developing and executing marketing strategies
- Building relationships with local businesses and organizations
- Planning and organizing community events
- Securing business contracts and partnerships
- Establishing the practice's presence in the local sports community

## Key Accomplishments

### Trucking Company Contract

Secured a contract with a local trucking company to provide chiropractic services for their drivers, creating a recurring revenue stream and establishing credibility with commercial clients.

### Community Day Event

Organized a community event featuring a professional baseball player, with activities for kids and families. Built awareness and goodwill while establishing the practice as a community-focused business.

### Football Sideline Partnership

Established a partnership for the chiropractor to serve as the town's football sideline chiropractor, providing care to athletes and building credibility in the sports medicine community.

## Pattern Recognition

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This project demonstrates my approach to community building: identify key stakeholders, create value-driven partnerships, and leverage events to build authentic relationships. The same methodology I apply to organizational change management.

Community Outreach

Partnership Development

Event Planning

Marketing Strategy

Relationship Building

Business Development

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