



# POINTS FOR PURPOSE

FEEL GOOD, DO GOOD

*A blueprint for bridging our communities for health,  
education, and stewardship.*

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# 1

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In many parts of the United States, acupuncture is a commonly used modality to help improve and treat health conditions. However; outside of the urban areas, acupuncture is often under utilized and under represented as a viable choice for improving and maintaining health.

To complicate this lack of exposure and knowledge regarding acupuncture, many acupuncturists graduate acupuncture school with little experience on how to start and maintain a prosperous acupuncture practice.

It is the intent and purpose of this document to provide a blueprint of ideas that can be easily implemented into local communities to increase the familiarity, common uses and general knowledge in regards to the benefits of acupuncture.

## 2

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It is a fairly new concept in the United States to use Medicine as a tool to stay healthy as opposed to a tool only used when one is sick. This unfortunate backwards assumption has created in the U.S. some of the most grim health statistics in the world. However; with the recent onset of Covid-19 many people are interested in ways to bolster their health and well being as a way of life and deepen their focus on preventative healthcare.

Studies have shown that people do indeed seek out alternative and complementary health care providers (Eisenburg, 1990) and our willingness to pay out of pocket for these services is evidenced. However; the problem still lies that overall this is still reaching a very small percentage of people in the United States and even many health care professionals other than acupuncturist know little about how acupuncture, massage, chiropractic, yoga or herbal medicine can help to keep people healthier.

# 3

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The target audience for use of this project are complementary/ alternative / integrative medical providers living and working in areas where complementary/alternative/ integrative medical modalities may be under utilized or under represented as options for preventative health.

The target audience to benefit from this project are the general population of a chosen community as well as local non profits, and other health care and wellness industry providers.

# 4

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The end product of this blueprint are marketing and promotional ideas that are layered both in wellness benefits and connectivity to community. When we feel good, we are more inclined to do good and when we do good, we feel good.



# 5

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This material will be shared via this ebook and course presentation at AOMA School of Integrative Medicine.

## The Story

"The new "face painting" but so much healthier"...

*Imagine for a moment that you hear on your local radio station an advertisement that "Points For Purpose" will be at your weekly farmers market and that a percentage of the proceeds will be donated to one of your favorite non profits "Hercules Pug Rescue".*

*Not knowing what Points for Profit is but wanting to support pug rescue, you go to the farmers market.*

*Once there you see a large sign for Points for Purpose, Hercules Pug Rescue, and a large picture of what appears to be a diagram of a human ear with areas labeled such as shen men, low back, and zero.*

*As you approach the booth, you are greeted warmly and asked if you would like to experience auricular acu-care? "Well, if it helps the pugs, I would". "Great" says the person that greeted you, now handing you a menu of services. "Please choose what you would like".*

### Menu Items

- 1) “Plain Jane” 1-3 vaccaria press points with skin toned tape placed in areas of your choice or need \$5.00  
((\$1.00 goes to donation)
  
- 2) “Fancy Nancy” 1-3 Swarovski crystal press points with gold press seeds placed in areas of your choice or need \$10.00  
((\$2.00 goes to donation)
  
- 3) “All In-Ben” (Special of the Week) 3-6 press seeds featuring sports team colors, holiday features such as skulls or snowflakes etc... \$20.00  
((\$5.00 goes to donation)

note to provider: price points are adjustable, these are just examples  
an area on the form for phone number and name should be included here incase there is a line and the person needs to be sent a text for their appointment.  
Also, an email for marketing, if they are interested

*You choose the “Plain Jane” because you just want to help the pugs and besides your back is hurting and you need to get home to take some Advil.*

*The Acupuncturist hands you a large token with the Points for Purpose Logo on it and circles your menu choice. You are invited to sit down and are asked if you have any areas of your body that are bothering you or concerns that you would like to work on. You state that your low back is hurting but you have no idea how a seed in your ear can help that. You also mention that you haven’t been sleeping well. The Acupuncturist suggests that you choose Shen Men and Insomnia point.*

*While placing the seeds in your ear the Acupuncturist explains how auricular therapy and Acupuncture work and how it can help not only keep you healthy but treat many different conditions.*

*Once finished, you are given a handout with your points circled and information on those points and where to follow up with more acupuncture or auricular therapy.*

*You now take your token with the logo of Points for Purpose on it and drop it in a large donation jar with Hercules Pug Rescue on it, there are also flyers about this non profit and you recognize one of the Pug rescue volunteers from previous fund raisers. You say hello, pet a couple of the pugs that are up for adoption and head home with a happy heart, oh, and somehow you forgot to take that Advil.*

## What just happened?

1. Someone went from no awareness to awareness of acupuncture and acupuncture benefits in a non threatening environment, making the uncommon more common.
2. Someone benefited from acupressure in a fun, easily approachable way and learned a new mode of self health care and where to receive further care if they are interested.
3. Networking occurred between a local non profit, a health care provider and many potential patients at the farmers market. Passive networking occurred between those working for Hercules Pug rescue that were not at the event and those listening on the radio that may not have attended have now heard the name, Points For Purpose.
4. Advertising for two good causes just cross marketed. The Pug rescue and Points for Purpose generated income and both businesses have promotional and advertising expenses that can help offset income for tax filing.
5. A synergistic experience of receiving qualified care combined with the oxytocin, serotonin, dopamine release of “giving back” created a powerful extra layer to the potency of the acupressure treatment (more on this later).
6. ”Biologically, giving can create a “warm glow,” activating regions in the brain associated with pleasure, connection with other people and trust” (Cleveland Clinic, 2020).

## Layer 1: The Problem:

“More money spent on health, does not equal more health”

*Our healthcare in America is the most expensive in the world, yet on many measures of performance, it ranks **last** out of eleven developed countries (Schneider et al. 2017).*

Acupuncture, herbal medicine and other integrative and complementary medicine can improve peoples health but first must be awareness, then access and affordability.

## The Solution: Getting the word out....

Acupuncture is still considered a “fringe” modality in most rural areas. Although used across the world for thousands of years it is still under utilized and under recommended by primary doctors as a solution to wellness or illness.

To compound this, many people are afraid of needles and associate receiving acupuncture with that of getting a shot, pain, or even voodoo.

Additional roadblocks to Acu-Care can be the “3-A’s” lack of awareness, affordability and access. There can also be lack of cross referrals in many communities due to primary care providers lack of knowledge surrounding Acupuncture and lack of trust in the Acupuncturists or the process.

Providing exposure to Acupuncture/ Acupressure through non threatening, fun, or educational environments such as farmer’s markets, fairs, wellness events, and concerts help to bridge that exposure with other organizations that people are familiar with creating a win-win environment.

Where to set up Points For Purpose: Although this list is far from exhaustive, it will give you an idea of where to start.

- Farmer's Markets
- Chamber of Commerce Events
- Music Venues
- Wellness Events at local Gyms, YMCA, Yoga and Cross-fit Studios, etc.
- Any events organized by the non profits that you are featuring
- Art Walks
- Street Fairs
- Sporting Events (golf tournaments, tailgating, booster/alumni events)
- Happy Hours Events
- Church Retreats
- Walkathons/Marathons

Example.

Your local Soul Cycle has a Friday happy and wellness hour. Offer to set up Points for Purpose table and let the owner choose a non profit that they would like to feature. This cross marketing benefits both businesses and the non profits as well as the health of the participants.

Key Points:

*\*Remember the key to keep this exposure from being static is by pairing with 1-3 non profits per event and rotating on a monthly or quarterly basis, the more exposure the better. If you know the set events in your community, plan a year in advance and line up your non profits ahead of time.*

## Layer 2: The Wellness Snowball Effect ....

True integrative medicine means connecting to other wellness providers. This blueprint provides a structure for that integration.

Imagine the previously given scenario about the Farmer's Market and Hercules Pug Rescue. Now, imagine adding to that booth an instructor from Red Dawg Hot Yoga, teaching posture adjustments and stretches for low back pain and stress reduction.

Part of this networking design is to include other health care providers in your area, including same modality providers, such as other Acupuncturists. For the marketing handouts (the ear, with the circled points) would include information on all businesses and non profits featured and application of press seeds could be done on a rotating basis.

It is also possible, and recommend to have up to 3 non profits that you are featuring. For example, you could have the "Hercules Pug Rescue", "Wounded Warriors" and "Comal Country Environmental Outreach".

With the use of social media marketing you have now promoted the event through seven different groups. Can you see the snowball effect starting to happen? If social media marketing is your thing, you could also have people tag Points for Profit or post an instagram post to receive an extra token for donation.

### Key Point:

\*You have now added in rotating wellness industry providers, other Acupuncturists, rotating non profits against a background of a variety of community centered events.

I know you are probably thinking, “this is great” but all if this costs money. Yes, there are upfront and continual costs for supplies, promo materials, and yes, a cut of the profits are going to donations but remember every business has to spend money on marketing and at least this way you are making a personal connection with people and building trust. You are also networking and benefiting your community in the process.

### Layer 3: The Frosting....

How is it that giving back and healing go together? What makes the Points for Purpose set up unique?

It turns out that giving back and feeling good go hand in hand. A report from the Cleveland Clinic stated that research supports that “giving back” (activities such as volunteering, donating and gift giving) activate the “givers high” (an endorphin response from the feel good area of our brains).

Under functional MRI’s it showed that the mesolimbic pathway lights up in subjects that gave to various charities. This release of serotonin, dopamine, and oxytocin create an amazing synergistic effect with the acupuncture/acupuncture treatment.

The Cleveland report went on to list other healthy benefits from giving such as:

- Lower blood pressure.
- Increased self-esteem.
- Less depression.
- Lower stress levels.
- Longer life.
- Greater happiness and satisfaction.

***“Acupuncture and Philanthropy a match made in Healthy Heaven”.***

***Added Benefit: The Acupuncturists and other Health Care Providers are also giving back and reaping these benefits!***

## Layer 4: The Supplies...

Although this is a fairly easy and simple set up design, this list can help you get started in the basics of what you will need.

1. EAR Seeds. The best variety I have found are from <https://www.earseeds.com/> (they offer discounts for providers, and fun colors, holiday themes and crystals).

2. Menu of services / handouts / signage

[www.zazzle.com](http://www.zazzle.com)

[www.vistaprint.com](http://www.vistaprint.com)

[canva.com](http://canva.com)

(there are many options, these are just a few)

3. Personalized handout of Ear Points and information (I would suggest narrowing your ear points to your top 20 or so and only have those points and descriptions listed on the handouts). This simplifies the number of points that you need to know off hand and can cover most conditions that people many request. Remember this is the sheet that you contact information goes on as well.

4. Patient chair, Practitioner chair, Fold out table  
(Costco and Walmart have great prices for foldable chairs)

5. Tweezers (come with the packages from [earseeds.com](https://www.earseeds.com/))

6. Alcohol, cotton, gloves, masks (2020)

## 7. Tokens for Donation Jars

<https://www.b-token.com/en/products/tokens/tokens-printed-in-full-color>

8. Jars (I like extra large Mason Jars, because they are clear and the aesthetic is pleasing) The important thing here is that it provides a tangible visual for the non profit tokens.

[amazon.com](https://www.amazon.com)

[hobbylobby.com](https://www.hobbylobby.com)

9. Non profit logos for the jars (this needs to come from the chosen non profits)

10. Tent or canopy (depending on location)

Dicks Sporting Goods

Skyline Canopies

Note: For any of these supplies, try and use a local vendor if possible, this will increase your community connection, appreciation and name recognition.

11. Further Education and Training

[earseeds.com/](https://www.earseeds.com/) Academy

[BattlefieldAcupuncture.com](https://www.BattlefieldAcupuncture.com)

NADA training

Final Thoughts....

I hope this blueprint provides for you a foundation to build an enriching practice that is nourishing for you and your patients and benefits the communities in which you live.

Feel Good! Do Good!