

CIL Intake Process

- 1 CILs wishing to participate in the NCIL-ABT Partnership will be directed to apply on ABT's website at www.accessiblebathtechnologies.com/cils. They will be prompted to enter information into a form including:
 - a. CIL name, location, phone number, email address, and web address
 - b. Initial CIL contact person's name, phone number, email address
 - c. Executive Director's name, phone number, and email address

- 2 After entering information into the ABT website a representative from ABT will email the CIL and let them know they have been accepted into the program, and send the information necessary to participate, including:
 - a. NCIL-ABT CIL Partnership Guide
 - b. ABT Marketing Agreement for CILs
 - c. ABT Independent Sales Representative Agreement
 - d. MyControl Brochure
 - e. NCIL-ABT Consumer Referral Guide
 - f. Independent Sales Representative Guide

- 3 After receiving CIL intake information from ABT corporate, an ABT/NCIL partnership representative will call the contact person at each CIL welcoming them to the partnership on behalf of NCIL and ABT, and conduct several activities to engage and gather strategic information for ABT:
 - a. If requested by CIL or ABT, schedule a 1-on-1 meeting with the CIL Executive Director and Craig La Londe to establish high-level contact. Meetings should last 15-25 minutes.
 - b. Identify the most knowledgeable employee dealing with local and state funding sources and establish contact. Begin linking funding with consumers, and consumers with MyControl. Record funding source information in a database on ABT's website for future use.
 - c. Identify any assistance needed from NCIL or ABT, including the use of a mobile showroom.
 - d. Setup a meeting with the CIL (only if they feel it necessary) to answer any questions, provide more information on ways to maximize their participation, and help push the CIL-ABT Partnership Agreement through the CIL's structure and board process. Several check-in meetings may be necessary depending on the CIL's size to ensure a successful launch. Many CILs require the involvement of their public relations and public policy staff.
 - e. Using the information obtained during Step 3, an ABT/NCIL partnership representative will present a concise list of measures that ABT might consider to bolster the CIL's launch including:
 - i. Providing a mobile showroom at an event
 - ii. Linking websites and social media
 - iii. Requesting the presence of Craig La Londe for an award or event
 - iv. Consideration of proposed special projects and events
 - v. Possible legal assistance to open funding sources

- 4 CILs will sign the agreement, and begin recruiting Independent Sales Representatives.

- 5 The Launch - CILs will choose to launch their new partnership with ABT in a variety of ways. Some will create a campaign around social media, some may advertise through newsletters or radio, and some may even schedule a stand-alone event to kick-off their partnership.

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The CIL intake process may vary slightly depending on a Center's unique structure. For instance, steps 3 and 4 may occur in reverse order. Some CILs may have boards that require the agreement to be signed before any launch preparation begins, and others may find it more helpful to begin launch preparations while their CIL goes through their process for signing agreements. Regardless of the exact order, CILs will go through 5 simple and distinct steps to launch their local fundraising campaign with NCIL and ABT.

