



CITY CRITERIA	Metro Area Candidates for the 2023-2024 program
1M+ Metro Population	Medical clinic in metropolitan area of 1 million or greater population
50% pro-life	Half of the cities must be in pro-life states (FL, KY, TX, etc.)
50% pro-abortion	Half of the cities must be in pro-abortion states (CA, NY, WA, etc.)

CENTER CRITERIA	HOT Grant Candidates will meet the following PRELIMINARY criteria
ABM Focus	Center must prioritize messaging on serving Abortion Minded Women over other services
Sonogram Hours	Open 5 FULL Days/Week (40 hours) with Sonogram appointment availability all 40 hours.
1K/mo Marketing Budget	Current marketing budget for the center must be at least \$1000 (or have \$1000/month available to spend)
\$200/mo min. Google Ads	Minimum Google Ads spend must be at least \$200 per month (or have \$200/month available to spend)
\$2500 match	HOT Grants are limited to \$2500. Center must provide a \$2500 match for a combined \$5000/month spend.
12-Month Lookback Report	Center provides a "lookback report" (formatted to capture "All-in HOT" reporting criteria below)

"All-In HOT"	Center must implement ALL the following before HOT grants are disbursed. Typical onboarding takes 30-90 days. HOT Software as a Service is a comprehensive, integrated subscription-based software with a proven track record that requires all the following to deliver on our minimum success standard (200% increase in ultrasound appointments and 200% increase in ABM clients).
Messaging	Must lead with ABM focused messaging, e.g. "You may not need an abortion. 1 in 4 pregnancies end naturally. Come in for a free viability ultrasound." Also, must host video overlay pop-up of medical doctor explanation on landing page.
Single Clinic Targeting	For centers with multiple clinics: Ads will direct clients to a single main center page staff can coordinate for bookings at other clinics
Comms	Must have integrated web chat enabled
Booking	Must have an online booking system to enable direct booking (and allow over-booking of appointments)
Reporting	Signed agreement on monthly data reporting by 7th day of the month (# of pregnancy tests, total scans, ABM, ABV, & Happy Moms). 7-day grace period. Failure to report will end the HOT program grants.
Website script	Center website must load coding script to track data on visits and click-throughs
Google My Business	Must have a Google My Business page with integrated chat and 1 in 4 viability messaging