

ACG Lead Package Workflow SOP

Standard Operating Procedure
for Lead Prospecting

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Quick Start Guide

This guide will help you generate and send lead packages for school district outreach.

Your Daily Workflow

- 1. Check Leads** - Run `npm run summary` to see all scanned leads
- 2. Pick A-Lead** - Start with highest priority (most violations)
- 3. Research** - Find the actual IT Director name and email
- 4. Open Folder** - Navigate to the output folder for that lead
- 5. Customize** - Update `email-draft.txt` with real contact name
- 6. Send Email** - Attach PDF, send from `team@accessiblecompliancegroup.com`
- 7. Log** - Update the Lead Tracker spreadsheet
- 8. Repeat** - Move to the next A-lead

Essential Commands

Open Terminal and navigate to the audit-toolkit folder, then run:

```
npm run summary           # See all leads
npm run lead-package -- URL "Name" "email"  # Scan new site
open output/              # Open output folder
```

Lead Grades Explained

- A-LEAD:** 10+ critical/serious violations !' Contact TODAY
- B-LEAD:** 5-9 critical/serious violations !' Contact within 48 hours
- C-LEAD:** Under 5 critical/serious !' Batch outreach
- SKIP:** 0 violations (compliant) !' Do not contact

Sending Outreach Emails

Step 1: Open the Lead Folder

Navigate to the output folder for the lead you want to contact.

Each folder contains 4 files:

- accessibility-report.pdf - ATTACH THIS to your email
- email-draft.txt - Copy/paste for email body
- violations.csv - Detailed data (optional reference)
- raw-results.json - Raw scan data (you don't need this)

Step 2: Research the Contact

Before sending, find the actual IT Director or Webmaster:

- Check the district's Staff Directory
- Look for "Technology" or "IT" department
- Google: site:domain.com "IT Director"
- Check the website footer for webmaster email

Common job titles to look for:

- Director of Technology / IT Director
- Chief Information Officer (CIO)
- Webmaster / Web Administrator
- Communications Director

Step 3: Customize the Email

Open email-draft.txt and update:

- Replace "IT Director" with actual name
- Verify the domain name is correct
- Double-check the violation count matches

Step 4: Send the Email

Compose your email:

- FROM: team@accessiblecompliancegroup.com
- TO: [Prospect's email address]
- SUBJECT: [Copy from email-draft.txt]
- BODY: [Copy from email-draft.txt]
- ATTACHMENT: accessibility-report.pdf

Step 5: Log in Tracker

After sending, update the Lead Tracker spreadsheet with:

- District name and contact info
- Date sent and lead grade
- Total violation count

Follow-Up Sequence

Following up is critical. Most responses come after the first or second follow-up.

Day 0: Initial Outreach

- Send personalized email with PDF attachment
- Log as "Sent" in tracker
- Set reminder for Day 3 follow-up

Day 3: First Follow-Up

If no response, send a brief follow-up:

Subject: RE: [Original Subject]

"Hi [Name], just following up on my email from earlier this week. I know you're busy, so I'll keep this brief. We found [X] accessibility violations on your website. Would a 15-minute call this week work? Best, Teddy"

Day 7: Escalation (A-Leads Only)

For high-priority leads with no response:

- CC the original contact
- Send to Superintendent or higher authority
- Use more formal tone
- Reference the April 2026 compliance deadline

Day 14: Final Follow-Up

Last attempt before moving on:

- Mention "closing the loop"
- Leave door open for future contact
- Mark as "No Response" in tracker after this

Email Checklist (Before Every Send)

- [] Real contact name (not generic "IT Director")
- [] Correct email address verified
- [] Domain name correct in subject and body
- [] Violation count matches the PDF report
- [] PDF file attached
- [] Sent from team@accessiblecompliancegroup.com
- [] Logged in Lead Tracker

Talking Points for Responses

When prospects respond, here's how to handle common questions:

"What exactly are the issues?"

- Reference the PDF report you attached
- "The scan found [X] violations including [Y] critical issues"
- "The most common issue is [top issue from report]"
- "These affect users who rely on screen readers and assistive technology"

"Why should we care about this?"

- "The DOJ's ADA Title II rule requires all public school districts to meet WCAG 2.1 AA standards by April 24, 2026"
- "Non-compliance can result in OCR complaints, lawsuits, and impacts to federal funding"
- "We've already seen districts receive formal complaints"

"How much does remediation cost?"

- "It depends on the size and complexity of your site"
- "Typical projects range from \$25,000 to \$100,000"
- "We can provide a detailed quote after a 30-minute discovery call"
- "Would you like to schedule a time to discuss?"

If They Want to Schedule

- Offer specific times: "How does Tuesday at 2pm work?"
- CC Teddy on all scheduling emails
- Update tracker with "Meeting Scheduled" status

Key Facts to Remember

- Deadline: April 24, 2026 for districts with 50,000+ population
- Standard: WCAG 2.1 Level AA (required by DOJ)
- Risk: OCR complaints, lawsuits, federal funding impacts
- Typical project: 7-13 weeks for full remediation
- Our price range: \$25,000 - \$100,000 depending on scope

Troubleshooting

"npm: command not found"

Node.js is not installed. Download and install from <https://nodejs.org/>

"Permission denied" when running scripts

Run this command to fix permissions:

```
chmod +x batch-scan.sh
```

Scan takes too long

Some websites are slow to respond. Wait up to 5 minutes per site. If it hangs longer, try again or skip that site.

No violations found

The site may already be compliant. Mark as "Skip" in the tracker and move to the next lead.

Error during scan

- Check if the URL is typed correctly
- Try with www or without www (<https://www.example.com> vs <https://example.com>)
- Some sites block automated access - skip these

Contact Information

Questions? Contact Teddy Thai:

- Email: teddy@accessiblecompliancegroup.com
- Phone: (253) 732-3963

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