

CCIF Client Journey Map

This journey map was developed to give you an idea of the client experience when navigating the Child Care Infrastructure Fund (CCIF). Please reach out to a navigator if you have any additional questions at: CCIFSupport@nwnc.org.

1. Connect

Reach out to NWNC through our online form, a phone call, a referral from a partner, or by attending a webinar.

2. Intake & Action Plan

We gather information about your child care business, CCIF project goals, and language needs. Together, we create a simple action plan with clear next steps.

3. Learn & Engage

You can attend webinars or trainings (live or recorded). We'll send you follow-up materials and links to request more help.

4. Get No-Cost Personalized Support

We provide the right level of support for your needs:

- Quick Help: Brief sessions that provide you with the tools and checklists to get you moving.
- In-Depth Support: Ongoing one-on-one help for application support, complex project planning, budgeting, and more!

5. Expert Referrals (If Needed)

We connect you with trusted professionals like grant writers, tax preparers, CPAs, bookkeepers, attorneys, and marketing specialists—paid for by NWNC at no cost to you.

6. Apply for CCIF!

Once your action steps are complete, we'll guide you through submitting your CCIF application.



Ongoing Support

Our support doesn't stop when you apply. NWNC continues to provide technical assistance, training, and business guidance—even after the application closes. Whether it's CCIF compliance, project implementation, or broader business needs, we are here for you.

