



NC ABLE Program Board of Trustees Meeting February 13, 2019

Communications and Outreach Update



NC ABLE
National ABLE Alliance Member



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A Few NC ABLE Outreach Highlights: Quarter Ending January 31, 2019

Outreach

NC Guardian Association (webinar)- November 2018
NC Down Syndrome Conference (sponsorship)- November 2018
DHHS Regional Division Directors (meeting)- November 2018
DHHS Eastern Division Managers (meeting)- January 2019

Upcoming:

Raleigh Transition Fair - Brooks Avenue Church- February
The Arc of High Point (webinar)- February
Autism Society of NC Conference (sponsorship)- March
NC Arc Conference "Rooted in Advocacy" (sponsorship)-March
Special Olympics (sponsorship)- June

NC ABLE Materials Provided

Catawba County Clerk of Court
DHHS Eastern, Central, and Western Division
DHHS Local- Raleigh
ECPAC (Exceptional Children's Parent Advocacy Committee)
NC Down Syndrome Conference

Social Media

Logos updated
Digital ads completed as of 12.31
Targeted audiences created/keywords created
NC ABLE 2nd Birthday

Facebook, Google and Twitter Campaigns: Quarter Ending January 31, 2019



854 reach
27 engagements

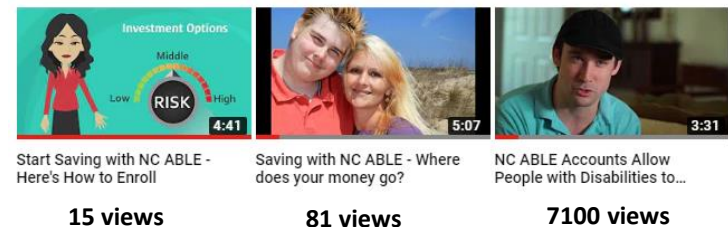
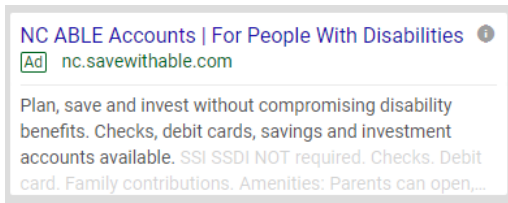
Boosted Post
423 reach
144 engagements



7299 Impressions
527 engagements



1341 impressions
23 clicks



Appendix

NC ABLE Communications Strategy Outline

Goals in support of these Primary Areas of Focus

- **Education through engagement** – Engage the public through effective networking, with the goal to educate potential participants (and their families) about the benefits of ABLE and NC ABLE.
- **Enrollment** – Provide information on the enrollment process and NC ABLE account benefits/features. Dispel misunderstandings and provide information that makes individuals feel comfortable taking action.

Primary Audiences

1. People with disabilities, their families, and guardians
2. Organizations that provide services and supports
3. NC General Assembly
Priority: Public/Media, NC advocacy and membership associations, state and regional community groups, Legislators and their staffs
Secondary: Financial services providers, Businesses who provide services and supports, Legal services

Key messages

1. The NC ABLE Act is one of the most significant pieces of legislation ever passed in NC to support independence for people with disabilities. NC ABLE accounts have the potential to make a real and lasting impact on the financial security of individuals with disabilities, and their families.
2. NC ABLE accounts provide people with disabilities and their families a new opportunity to save and plan for a better economic future and improved quality of life, without losing needed supports from SSI, Medicaid, and other programs. NC ABLE accounts positively impact financial day-to-day challenges *and* provide an opportunity to save for the future.
3. Because North Carolina participates in the National ABLE Alliance, NC ABLE accounts have the benefits of extremely competitive pricing, coupled with high quality institutional investment management. The NC ABLE Program Board of Trustees provides strong oversight of the NC ABLE Program.

A few of our key collaborators



National ABLE Alliance



Thank you



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