



# NC ABLE Program Board of Trustees Meeting

## May 15, 2019

Communications and Outreach Update



**NC ABLE**  
National ABLE Alliance Member



*Dale R. Folwell, CPA*  
STATE TREASURER OF NORTH CAROLINA  
DALE R. FOLWELL, CPA

## NC ABLE Outreach Highlights: Ending April 15, 2019

### Outreach:

*Brooks Avenue Imaginability Conference*  
*Bitty & Beau's Movie Night and Education Event*  
*Arc of NC Spring Conference - sponsor*  
*Autism Society of NC Spring Conference – sponsor*  
*Arc of High Point /Greensboro*

### Training:

*DHHS LMS Training Module Developed*  
*DHHS Division of Blind Services*  
*DHHS Central Region Manager Meeting*  
*DHHS Eastern Region Manager Meeting*  
*DHHS Western Region Manager Meeting*

### Upcoming:

*Special Olympics of NC Summer Games – sponsor*

### NC ABLE Materials Provided

*Autism Society of NC*  
*Brooks Avenue Church*  
*Burke County*  
*Special Olympics of NC*

### Social Media

*Digital ad – 1 per month Facebook, Google, & Twitter*  
*World Autism Month social campaign (Apr)*  
*Content sharing from partners*

# Facebook, Google and Twitter Campaigns: Statistics Jan 1 - Apr 15, 2019



565 link clicks  
655 post engagements  
15,781 reach\*

NC Audience ages 18-65  
76.2% women  
23.8% men



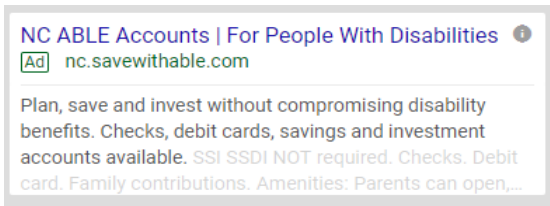
47,579 Impressions\*\*  
1,489 engagements/clicks\*\*\*

NC Audience ages 18-65  
53% women  
42% men  
5% unknown



22,800 impressions  
402 clicks

Top 5 Keywords  
Disability  
Able Account  
Handicap  
NC ABLE  
ABLE Program



NC ABLE Accounts Allow People with Disabilities to...

7,200 views

Opening an ABLE Account Takes Just Minutes

1,400 views

NC's Plue Family Share How NC ABLE Helps Guardians...

4,200 views

\*Reach is the total number of people who see the ad/content.

\*\*Impressions are the number of times an ad/content is displayed.

\*\*\*Clicks the number of times the ad was actually clicked vs. engagements which also includes "likes" and "shares" of an ad/content.

# 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 ABLÉ Alliance



# Thank you



Mary Buonfiglio  
*Deputy Director, Supplemental Retirement Plans*



Mary.Buonfiglio@nctreasurer.com



919.814.4176



3200 Atlantic Avenue  
Raleigh, NC 27604