

be able with NC ABLE

Achieve a Better Life Experience



NC ABLE Program Board of Trustees Meeting May 10, 2023

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 Media & Outreach

Awareness

- Developmental Disabilities Awareness Month (March)

Sponsorships

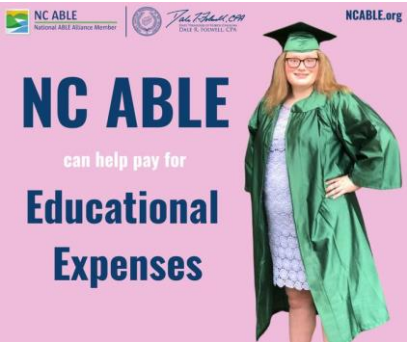
- Special Olympics North Carolina
- Autism Society of North Carolina
- Miracle League of the Triangle

Conferences | Events

- NC CEC 37th Annual Conference
- 5th Annual CARE Project Parent Professional Collaborative
- NCAPSE Conference

Webinars

- NC ABLE Monthly Webinar Series
- Physician Alliance for Mental Health
- Exceptional Children’s Assistance Center
- The Arc of High Point



Understanding the NC ABLE Program Basics & Information Webinar

NC ABLE Program
The advantage of saving for people with disabilities.

Investment Options
Choose investment options that fit your goals. From checking to investments.

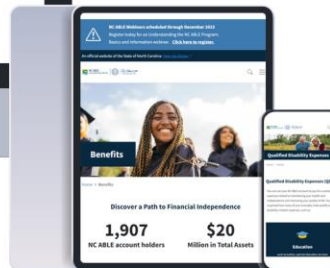
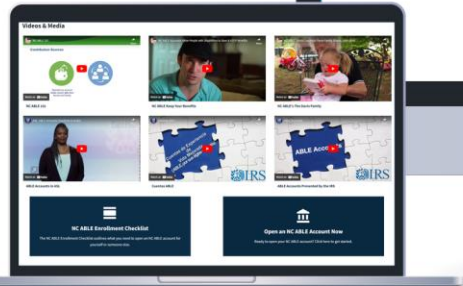
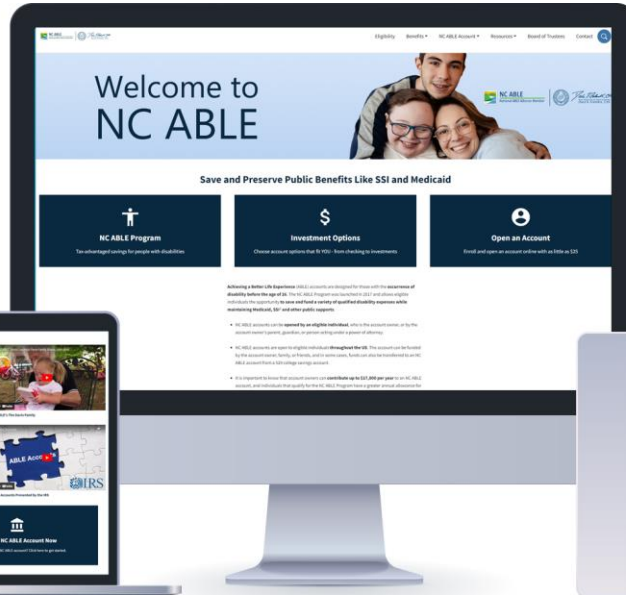
Open an Account
Send and gain an account online with us. It's as easy as 1-2-3.

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NCABLE.org



Open an Account

Enroll and open an account online with as little as \$25

740 Unique Users

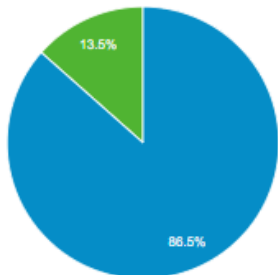
27% of visitors, 29% increase

ACCESS My NC ABLE Account

542 Unique Users

20% of visitors, 109% increase

■ New Visitor ■ Returning Visitor



8,711 Pageviews

30% increase

2:30 Time Spent

40% increase

Top NC Locations

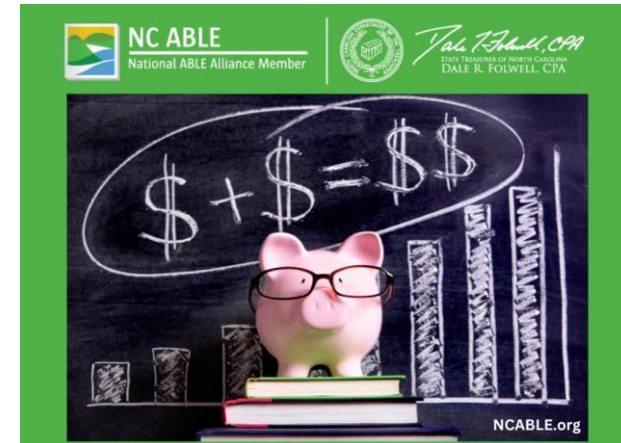
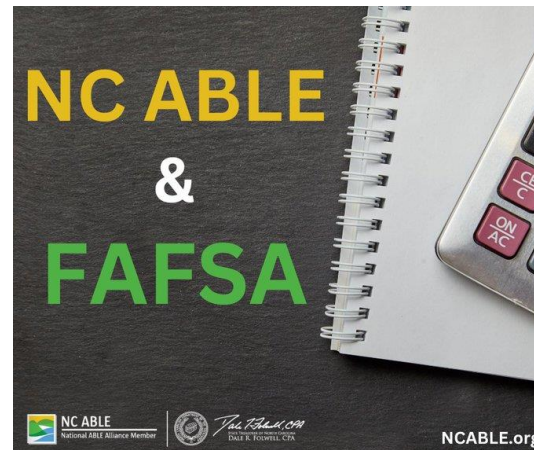
Raleigh	Fayetteville
Charlotte	Greensboro
Greenville	Asheville
Winston-Salem	Cary
Durham	

30.30% increase across North Carolina

Referrals

nctreasurer.com
adanc.org
autismsociety-nc.org
facebook.com/NCABLEProgram
linkedin.com
ncdoj.gov
ncseaa.edu
sonc.net

Let's Get Social!



Facebook.com/NCABLEProgram
Page Reach 13,907
266% increase



@ncableprogram
Engagement Rate 5%
43% increase

NC ABLE Communications Strategy Outline

Goals in support of these Primary Areas of Focus

- **Education through engagement** – Engage the public through effective networking, editorial, social media, and PR placements 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 providers

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 competitive pricing, coupled with high quality institutional investment management. The NC ABLE Program Board of Trustees provides strong oversight of the NC ABLE Program.

Key Collaborations



Special Olympics
North Carolina



Autism Society
of NORTH CAROLINA



*Everyone
deserves a chance
to play baseball*



NCCDD
North Carolina Council on
Developmental Disabilities



NATIONAL
INCLUSION
PROJECT



Department of Health and Human Services
Division of Vocational Rehabilitation Services



National ABLE Alliance



NATIONAL RESOURCE CENTER
ACHIEVING A BETTER LIFE EXPERIENCE ACT

DISABILITY RIGHTS
NORTH CAROLINA

Champions for Equality and Justice



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Thank you



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