



NC ABLE Program Board of Trustees Meeting May 13, 2020

Communications and Outreach Update



NC ABLE
National ABLE Alliance Member



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STATE TREASURER OF NORTH CAROLINA
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Q1 NC ABLE Outreach Highlights

Outreach

Arc / Autism Society Webinar

Transition to Community Living Webinar

Training

Phase 1 Train-the-Trainer completed & Online Curriculum Resources Available

Upcoming (this month)

Creation of Digital support for potential account holders

- *Enrollment video and guide*
- *Guide / toolkit for employers*

Revised community partner sponsorships

Social Media

Continued Foundation of Organic Growth



ADVOCATES NETWORK Curriculum and Resources



Thank you for becoming an advocate for people with disabilities. This page is a resource for you that includes guidance documents, presentation decks at rec lists that are designed to ensure that you have all that you need to be successful as an NC ABLE trainer.

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5-10 Minute Presentation Companion Guide

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This 7-page document is a companion for a 5 to 10 minute presentation on the NC ABLE Program containing objectives, preparation guidelines, materials needed and a script.

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Train the Trainer Document Tree

This tree outlines the documents associated with each of the presentations and additional resource materials that are currently available.

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Pre-Course Materials

Pre-Course Training Materials

This is a document outlining the Pre-Course Training Materials and serves as a good reference for reviewing the features of the NC ABLE Program.



Federal Highlights

<https://secure.ssa.gov/poms.nsf/lnx/0501130740>

- SSI benefit checks can be directly deposited into NC ABLE account
- Those receiving SSI will automatically receive CARES benefit checks - no need to worry that a tax return has not been completed
- Food and Cell Phones have been confirmed as QDEs.

Communication Highlights



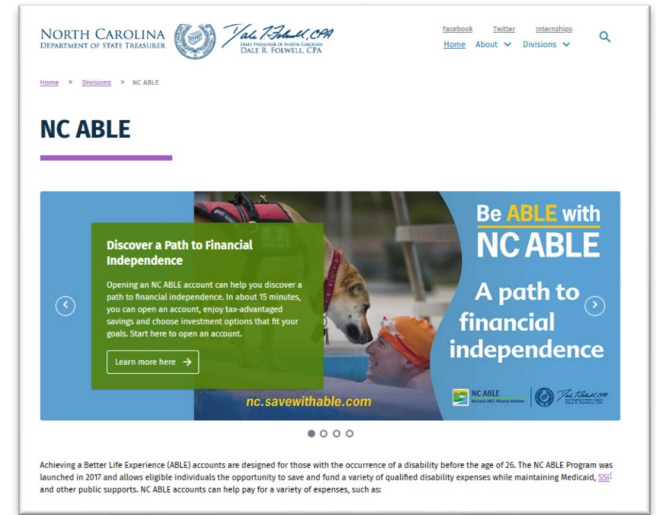
Social media has a solid foundation in activity and sharing of content.

Updates have been made to bring NC ABLE story to the present day.



WFMYNEWS2.COM
Four 2 Five: Understanding the NC ABLE Act
State Treasurer Dale Folwell explains how this legislation helps families...

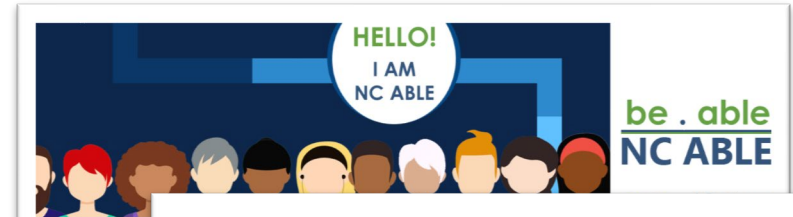
Treasurer Folwell promotes NC ABLE legislation and benefits to individuals and families on NC news program (2.21.20)



Updated web presence on nctreasurer.com



Communications coordination with State Health Plan on relevant topics in social media and newsletters.



Launch of NC ABLE Newsletter – be . able – and blog



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.

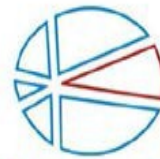
A few of our key collaborators



Autism Society
of NORTH CAROLINA



The Arc
North Carolina



THE COLLABORATIVE
CREATING A CULTURE OF SAVINGS



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DALE R. FOLWELL, CPA

National ABLE Alliance



Special Olympics
North Carolina



North Carolina
Down Syndrome Alliance
empower • connect • support



Thank you



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