



**NC ABL**  
National ABL Alliance Member



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

## **NC ABL Program Board of Trustees Meeting November 29, 2017**

### **Communications and Outreach Update**



# NC ABLE Launch and First Year Rollout - Communications Strategy Outline

## Primary Areas of Focus

**Phase I** - Program “Soft” Launch – *Jan - June 2017 - complete*

**Phase II** - Initial Communications and Outreach – *July 2017- June 2018*

## Goals in support of these Primary Areas of Focus

- 1) **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.
- 2) **Enrollment** – Provide inform 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 NC ABLE Outreach Highlights – From August - November 2017

### Presentations –

NC Commission on Mental Health, Developmental, and Intellectual Disabilities – *Quarterly Council Meeting*  
Special Olympics of North Carolina – *Athletes Council Meeting*  
Triangle Down Syndrome Network - *Transition to Adulthood Boot Camp*  
North Carolina Council on Developmental Disabilities – *Making Work Work for Parents and Guardians Conference*  
Next Step of Wake County – *Regional Meeting*  
Family Support Network of Western North Carolina – *Transition to Adulthood Conference*  
NC ABLE Association Roundtable

### Special Events -

NC Special Olympics Fall Tournament  
NC Autism Society Triangle Run/Walk  
Culture of Savings – Pathways to Prosperity Conference

### New Key Collaborators –

NC Bankers Association collaboration  
DHHS – NC Local Management Entities -Managed Care Organizations (LME-MCOs)

### Social media –

Facebook – 3,684 Reach, up 1, 157% (Oct to Nov,) 214 Followers & 200 Likes  
Twitter – 6,063 Impressions (in Nov), 182 Followers



My wife and I are both living with disabilities. We want to travel to visit family and to continue our advocacy work for others living with disabilities. With the NC ABLE account we can begin to plan for these expenses.

ADONIS and CLEMENTINE  
Durham, NC

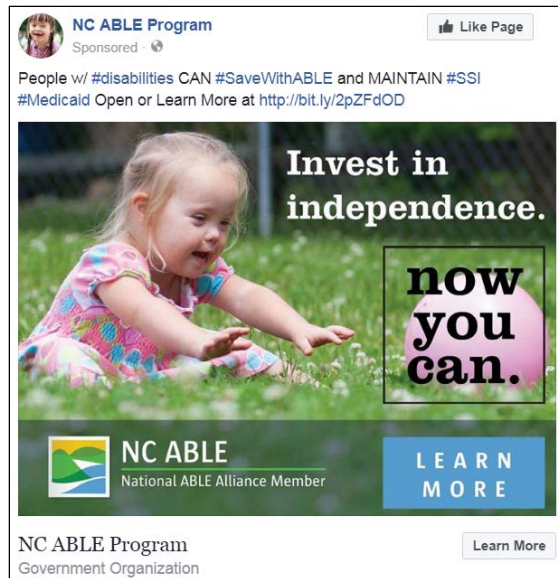
**ABLE**  
stands for Achieving a Better Life Experience.  
The ABLE Act allows people with disabilities and their family members to save for many daily expenses on a tax-advantaged basis. It also allows them to invest for the future. All this without losing needed benefits from Supplementary Security Income (SSI), SSDI, or Medicaid.

Fund your future. Fund your everyday.  
**now you can.**

For more information, visit [NC.SaveWithABLE.com](http://NC.SaveWithABLE.com) or call us at 1-888-627-7503.

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## Launch of Facebook, Twitter and Google Ad Campaign #1



In the first week:

- Nearly 800 People reached
- 54 Engagements



**NC ABLE Program @NCABLEProgram** · Oct 12

YES! Ppl w/[#disabilities](#) CAN SAVE \$\$ & KEEP [#Medicaid](#) [#SSI](#) [#SSDI](#) \* w/  
[@NCABLEProgram](#) - Open and [#SaveWithABLE](#) at [bit.ly/2pZFdOD](https://bit.ly/2pZFdOD)

- Nearly 5,300 Impressions
- More than 200 click-throughs in the first week



Save & KEEP Benefits - Enroll at  
[NC.SaveWithABLE.com](https://NC.SaveWithABLE.com)

**Ad** [nc.savewithable.com](https://nc.savewithable.com)

Save for qualified expenses while KEEPING your  
Medicaid & SSI benefits

- Nearly 5,000 impressions and 100 click-throughs in the first week - (without sitelinks and callouts)
- SSI, Medicaid, Savings Accounts
- Primarily people over 45

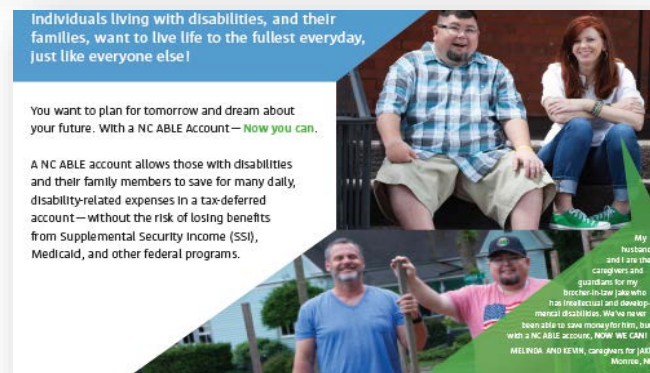


Radio and TV PSA distribution – Distributed to all DST media contacts statewide

National ABLE Alliance – Alliance Enrollment materials, Collaboration with Fifth Third Bank

NC ABLE Brochures and NC ABLE Postcard/Handouts – More than 5,000 requested and shared at nonprofit community member events, provider services centers, association reception areas, managed care organizations, special events, exhibit opportunities, and more

Employer *Monitor* Newsletter, *Aviator* newsletter, and State Health Plan's *Member Focus* newsletter



**What's on the Horizon??**

## A few of our key collaborators



*National ABLE Alliance*



Autism Society  
of NORTH CAROLINA

