



NC ABLE Program Board of Trustees Meeting August 10, 2022

Communications and Outreach Update



NC ABLE
National ABLE Alliance Member



Dale R. Folwell, CPA
STATE TREASURER OF NORTH CAROLINA
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NC ABLE Outreach Highlights

Upcoming Outreach

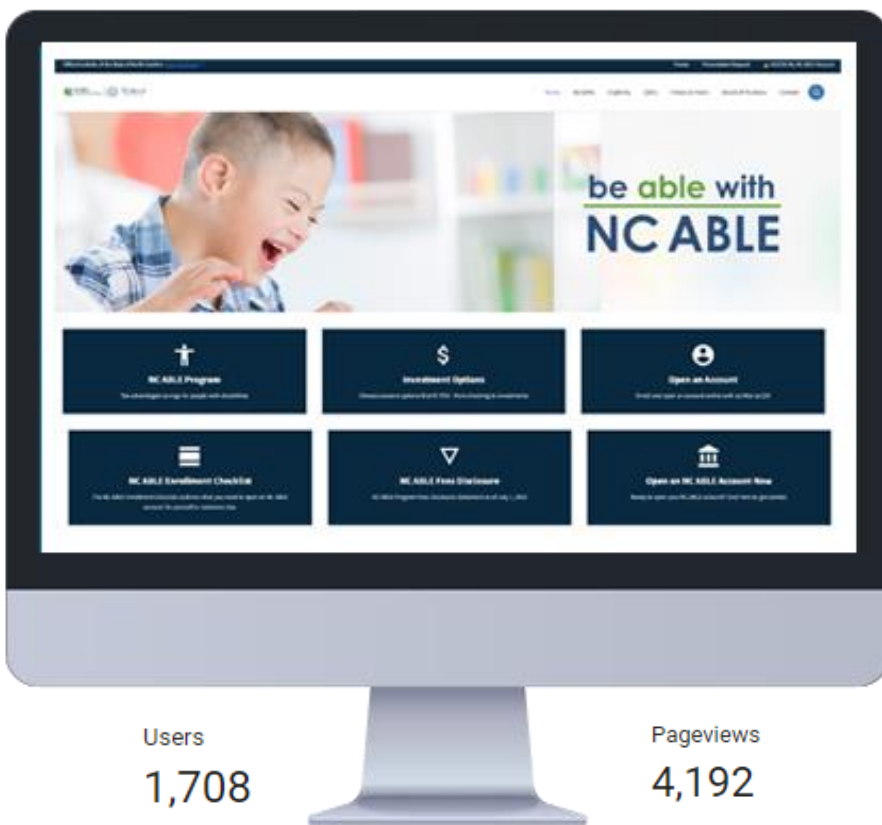
- North Carolina School for the Deaf–**POWER of Five**
- The Arc of North Carolina Webinar
- North Carolina Dept. of Health and Human Services Webinar
- ABLE to Save Month - August
- WNC Run/Walk for Autism, Asheville – September 10
- Be ABLE with NC ABLE Webinar Series

NC ABLE Media & Outreach

- NCABLE.org
- Union County Transitions Fair
- Exceptional Children's Assistance Ctr. (webinar in Spanish)
- Abound Health Webinar
- Special Olympics NC Summer Games
- Autism Society of North Carolina
- NPR
- NC CASH



NCABLE.org



Top Pages Viewed

Landing Page
Eligibility
Benefits
Qualified Disability Expenses

Top Locations

Raleigh
Charlotte
Durham
Greensboro
Winston-Salem
Asheville
Greenville
Fayetteville
Cary
Concord



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Let's Get Social!



Led by Treasurer Folwell, NC ABLE Awareness Gives Rise to Transformative Donation

Treasurer Folwell's Misplaced Reading Glasses Leads to The Barnes Family Foundation Donation of \$25,000



Qualified Disability Expenses Covered!



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Get moving with NC ABLE!

#NationalMobilityAwarenessMonth
#NMAM2022



be able with
NC ABLE



The ABC's of
ABLE Accounts
with
Cheryl Walfall-Flagg



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



National ABLE Alliance



Department of Health and Human Services
Division of Vocational Rehabilitation Services



Thank you



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NC ABLE & Supplemental Retirement Plans



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