



# NC ABLE Program Board of Trustees Meeting November 13, 2018

Communications and Outreach Update



**NC ABLE**  
National ABLE Alliance Member



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

## A Few NC ABLE Outreach Highlights: May to July 2018

### Presentations and/or Tabling

*National Academy of Elder Law Attorneys “UnProgram”*  
*NC Bar Association Elder & Special Needs Law Section’s*  
*Basics of Elder & Special Needs Law Program (CLE event)*  
*Rethinking Guardianship Statewide Workgroup*  
*NC Guardianship Association*  
*NC DHHS Disability Technology Fair*

### Special Events

*NC Autism Society Run/Walk*

### Upcoming:

*Raleigh Transition Fair - Brooks Avenue Church*

### Social Media

*August, September and October Campaigns Completed*

### National ABLE Alliance

*Participant communications related to*  
*guardianship*  
*Alliance Working Groups*  
*5/3 Promotional Materials*

### NC ABLE Materials

*NC ABLE Program “White Paper”*

*RSD Monitor and Aviator*

# Facebook, Google and Twitter Campaigns: August to October 2018



35,191 reach  
55,096 impressions  
2,079 engagements  
874 clicks



222,000 impressions

Save in NC ABLE | KEEP SSI SSDI Medicaid | [savewithable.com](http://savewithable.com)

(Ad) [www.savewithable.com/](http://www.savewithable.com/)

People with disabilities CAN SAVE and KEEP Benefits. Family contributions. Debit card. SSI SSDI NOT required. Amenities: Parents can open, Checks, Debit Card.



NC ABLE Accounts Allow  
People with Disabilities to...

7,102 views

Opening an ABLE Account  
Takes Just Minutes

1,408 views

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

4,448 views



19,654 Impressions  
Followers + 37



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# Appendix



**NC ALE**  
National ALE Alliance Member



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# 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



NORTH CAROLINA  
BAR ASSOCIATION

seeking liberty + justice



*National ABE Alliance*



Autism Society  
of NORTH CAROLINA



# Thank you



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