



# NC ABLE Program Board of Trustees Meeting

## August 14, 2019

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 Outreach Highlights: Ending July 31, 2019

### Outreach:

*Special Olympics of NC Summer Games – sponsor*  
*Autism Society of NC - webinar*  
*“Cold Call” digital media kit distribution*

### Training:

*LMS training module completed*  
*Train-the-Trainer curriculum completed*

### Upcoming:

*August- DHHS Division of Blind Services – Deaf/Blind Specialists*  
*September- DHHS Division of Deaf & Hard of Hearing*  
*November - Money Follows the Person (MFP) – Webinar*

### NC ABLE Materials Provided

*Special Olympics of NC*  
*NC State Library – Posters in libraries statewide*  
*DHHS Voc Rehab – Posters in 100+ offices statewide*  
*Large Font Brochures – distributed to key “low vision” partner organizations.*

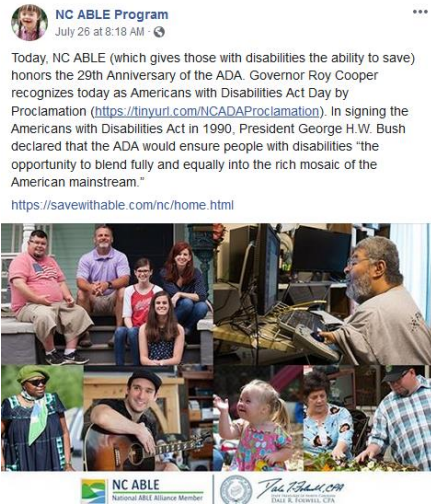
### Social Media

*Digital ad – 1 per month Facebook, Google, & Twitter*  
*Begin the focus of Organic Growth*

# Facebook, Google and Twitter Campaigns: Statistics May 1 – July 31, 2019

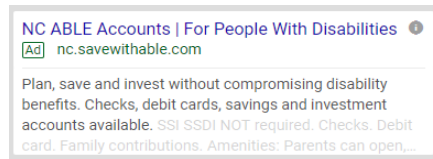


**ORGANIC**  
**322 link clicks**  
**384 post engagements**  
**5,843 reach**

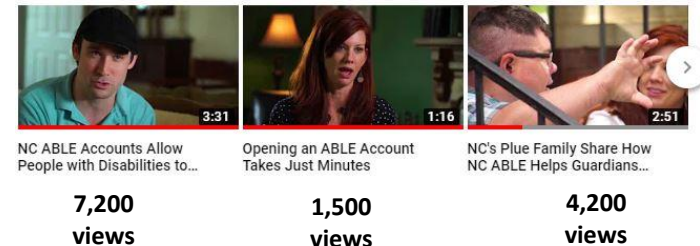
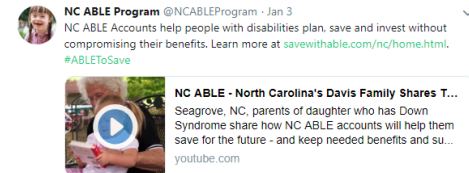


**29,300 impressions**  
**499 clicks**

**Top 5 Keywords**  
**NC Able Account**  
**Able Account NC**  
**NC Able**  
**Able Now North Carolina**  
**Able NC**



**67,900 Impressions\*\***  
**989 engagements/clicks\*\*\***



\*Reach is the total number of people who see the ad/content.

\*\*Impressions are the number of times an ad/content is displayed.

\*\*\*Clicks are the number of times the ad was actually clicked vs. engagements which also includes "likes" and "shares" of an ad/content.

# 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

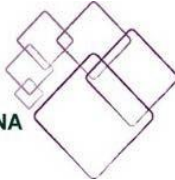


*National ABLE Alliance*



**DISABILITY RIGHTS**  
NORTH CAROLINA

Champions for Equality and Justice



*Autism Society*  
of NORTH CAROLINA



**Triangle Down Syndrome Network**  
Support  Educate  Connect



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# Thank you



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