

NC ABLE Program Board of Trustees Meeting August 15, 2018

Communications and Outreach Update





A Few NC ABLE Outreach Highlights: May to July 2018

Presentations and/or Tabling

Autism Society of NC – webinar National Disability Institute – webinar featuring National ABLE Alliance and North Carolina ABLE Program

Special Events

Special Olympics of North Carolina Annual Games

Upcoming:

National Academy of Elder Law Attorneys "UnProgram"

NC Bar Association Elder Law and Special Needs Attorneys
Elder Law Basics Program (CLE event)

Rethinking Guardianship Statewide Workgroup

Arc of Robeson County

NC TIDE — webinar

Raleigh Transition Fair - Brooks Avenue Church

Social Media

May, June and July campaigns completed *Upcoming: Facebook LIVE*

National ABLE Alliance

Participant communications
Alliance Working Groups
US Senate HELP Committee Hearing on Economic
Stability and ABLE Act

NC ABLE Materials

NC ABLE brochure Spanish translation Digital Toolkit updated and shared with NC ABLE Association Roundtable

RSD *Monitor* and *Aviator*, *DST Compass*, links on collaborators' websites and e-newsletters







Facebook, Google and Twitter Campaigns: May to July 2018



25,489 reach 2,079 engagements 390 clicks







23,634 impressions 395 clicks on website

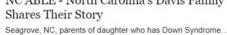
Save in NC ABLE | KEEP SSI SSDI Medicaid | savewithable.com

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



21,141 Impressions Followers + 85





Seagrove, NC, parents of daughter who has Down Syndrome.
YOUTUBE.COM



NC ABLE Program @NCABLEProgram
How can NC ABLE Program Accounts Help
those with #Autism? Join us for a free
webinar w/ @AutismSocietyNC - Jun 28,
2018 1:00 PM EDT
https://bit.ly/2lp3pTk
pic.twitter.com/x7hSsJCphd





Organic Highlights: May to July 2018 Network of nonprofit partners helping spread the word!

NC ABLE Program @NCABLEProgram

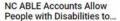
NC ABLE - Davis Family Shares How they **#SaveWithABLE** for their daughter's future w/**#DownSyndrome**-https://youtu.be/L6rR9xtXE9A via @**YouTube**

64,355 Organic impressions



YouTube: January to July 2018





7,102 views

Opening an ABLE Account Takes Just Minutes





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

4,448 views







Top Tweet

Easter Seals (244 followers)

Retweeted by:

- Paul Curly (1,410 followers)
- ABLE Now (2,702 followers)
- Easter Seals CA (135k followers)

Total followers gained: 85

Appendix





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

- 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





seeking liberty + justice





National **ABLE** Alliance























Thank you



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