



NC ABLE Program Board of Trustees Meeting August 15, 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

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 ABL | KEEP SSI SSDI Medicaid | savewithable.com

(Ad) 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.



21,141 Impressions
Followers + 85



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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

The Arc of NC @TheArcofNC
 Listen to this story and learn more about how the @NCABLEProgram can help you!
 #SaveWithABLE

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

10:59 AM - 5 Jun 2018

Easterseals UCP @EasterSealsUCP
 Save now for a better future for people with #disabilities. Learn more about NC ABLE accounts: buff.ly/2l6lzA8 Info about ABLE NOW accounts in Virginia: buff.ly/2t3JKCy #ABLE @NCABLEProgram @ABLEnowVA #ABLE

ABLE accounts help people with disabilities save money without losing Medicaid Eligibility
 ABLE is offered in NC & VA

NC ABLE **ABLEnow.**
 National ABLE Alliance Member

easterseals | **UCP**
www.eastersealsucp.com

6:20 AM - 18 Jun 2018

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

YouTube: January to July 2018



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



Appendix



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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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