

NC ABLE Program Board of Trustees Meeting February 14, 2018

Communications and Outreach Update



A Few NC ABLE Outreach Highlights – From December 2017 - January 2018

Presentations

Parent Advocates for Adult Children with I/DD (PACID) Sandhills Center LMN-MCO Eastern NC Meeting

COMING UP

NC Arc Annual Conference

NC Autism Society Annual Conference

NC Division on Career Development and Transition Conference

National Disability Institute webinar

NC Disability Rights Annual Conference

NC TIDE (Training, Instruction, Development and Education) Conference

Next Steps of Wake County

Durham Family Connections "Speaker Series"

Special Events

The ABLE Act: A Progress Report Congressional Briefing (Sponsored by ABLE NRC in collaboration with NAST ABLE Committee) NC ABLE Program Anniversary

Social Media

Campaign #2 completed Campaign #3 underway

National ABLF Alliance

Fifth Third marketing and outreach materials Tax Cuts and Jobs Act of 2017 changes Participant communications

NC ABLE Brochures and Postcard/Handouts – Spanish translation

Employer *Monitor* newsletter, *DST Compass* newsletter, links on collaborators' websites and Enewsletters (i.e. Sandhills Center, Triangle Down Syndrome Network, etc.)

Appendix

Facebook, Twitter and Google Ad Campaign #2

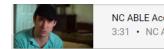






3,634 reach 269 engagements





NC ABLE Accounts Allow People with Disabilities to Save & KEEP Benefits 3:31 • NC ABLE Program • 12,088 Impressions



12,100 impressions 2, 082 views







NC ABLE Accounts Allow People with Disabilities t...
A quick overview of life-changing NC ABLE accounts for people with disabiliites. Learn about eligibility, features and benefits of NC ABLE. NC.SaveWithABLE.com.

voutube.com

32,300 Impressions

NC ABLE Launch and First Year Rollout - Communications Strategy Outline

Primary Areas of Focus

Phase I - Program "Soft" Launch – *Jan - June 2017 - complete* **Phase II -** Initial Communications and Outreach – *July 2017- June 2018*

Goals in support of these Primary Areas of Focus

- 1) <u>Education</u> 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 inform 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
- 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 <u>support independence for people with disabilities</u>. 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 <u>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 <u>and</u> provide an opportunity to save for the future.</u>
- 3) Because North Carolina participates in the National ABLE Alliance, NC ABLE accounts <u>have the benefits of extremely competitive pricing.</u>
 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

























