



be able with  

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NC ABLE



**Achieve a Better Life Experience**

NC ABLE helps individuals save while preserving their SSI and Medicaid.

## **NC ABLE Program Board of Trustees Meeting**

### **May 12, 2021**

**Communications and Outreach Update**



**NC ABLE**

National ABLE Alliance Member



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

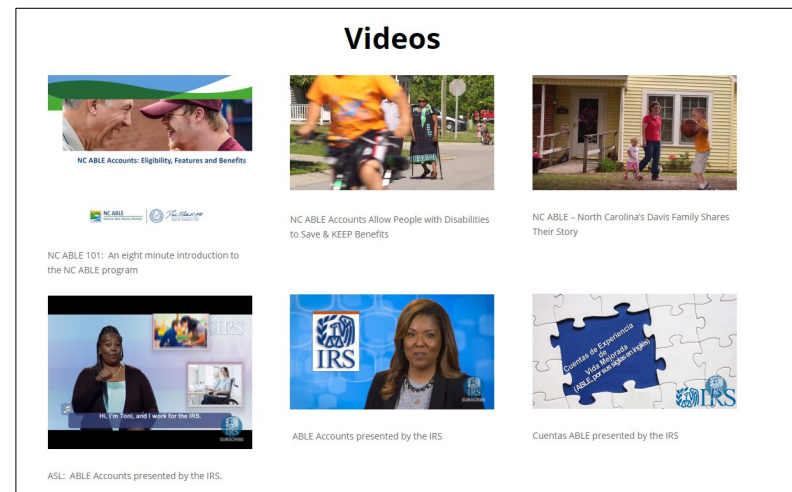
# NC ABLE Outreach Highlights

**Outreach (May)**  
Transition Fair  
Training Sessions

**Social Media**  
Continued Foundation  
of Organic Growth

**Web Page on NCTreasurer.com**  
Consistent visits and  
follow-throughs to  
[NC.SavewithABLE.com](http://NC.SavewithABLE.com)  
(account registration site)

[ncable.org](http://ncable.org) is a foundation for digital outreach.



## Communication Highlights

### NC ABLE

Webpage on NCTreasurer.com

	Oct – December '20	Jan – Mar '21
# of Users (unique)	1,064	1,396
# of Pageviews	12,533	1,514
Average Time	4.5 minutes	4.3 minutes

### Analytics

Registration Website NC.SavewithABLE.com

	December	January	February	March
# of Users (unique)	1,064	1,396	1,398	1,515
# of Pageviews	12,533	16,800	15,120	16,876
Average Time	4.5 minutes	4.25 minutes	3.5 minutes	3.5 minutes

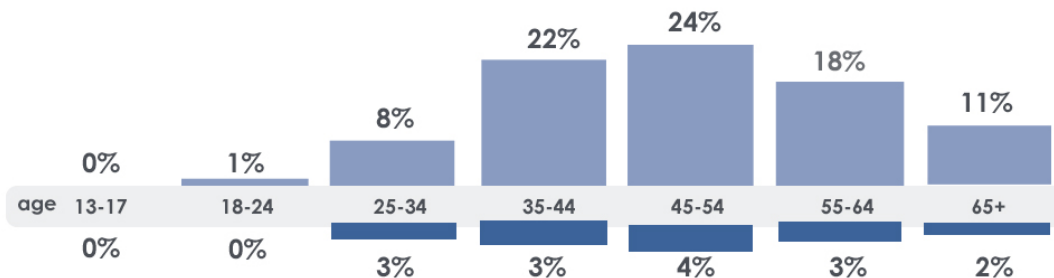
# Let's Get Social!

Women

84%  
of fans

Men

15%  
of fans



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**NC ABLE**

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NC ABLE helps individuals save while preserving their SSI and Medicaid.

Discover how easy it is to enroll in NC ABLE. Learn more about NC ABLE, tools and resources - <https://www.nc-treasurer.com/links/nc-able>.

#NCABLE offers many ways to save and it's easy to open an account using the NC ABLE Enrollment Checklist. <https://www.nc-treasurer.com/links/nc-able>

# NC ABLE Communications Strategy Outline

## Goals in support of these Primary Areas of Focus

- **Education through engagement** – Engage the public through effective networking, editorial, social media, and PR placements 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 providers

## 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 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*



Department of Health and Human Services  
Division of Vocational Rehabilitation Services



# Thank you



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