



**NC ABLE**  
National ABLE Alliance Member



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STATE TREASURER OF NORTH CAROLINA  
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## **NC ABLE Program Board of Trustees Meeting May 16, 2018**

### **Communications and Outreach Update**



## A Few NC ABLE Outreach Highlights – February – April 2018

### Presentations and/or Tabling

- NC Arc Annual Conference
- Autism Society of NC Annual Conference
- NC Disability Rights Annual Conference
- NC TIDE (Training, Instruction, Development and Education) Annual Conference
- Triangle Low Vision Alliance
- Speaker Series – Family Connections
- NC DHHS Commission on MH/DD/SAS

### Special Events

- Next Steps of Wake County Resource Fair
- National Disability Institute webinar
- NC Division of State Operated Healthcare Facilities webinar
- Monarch employment services webinar

### Upcoming:

- Autism Society of NC – webinar*
- National Disability Institute webinar featuring National ABLE Alliance*
- Special Olympics of North Carolina*

### Social Media

- Campaign #3, #4 and #5 completed
- Campaign #6 underway (details next page)

### Upcoming:

- Facebook LIVE*

### National ABLE Alliance

- Participant communications
- Alliance Working Groups

### NC ABLE Materials

- Spanish translation underway
- Materials updated to include new provisions
- NC State Operated Healthcare Facilities distribution

*RSD Monitor, DST Compass, links on collaborators' websites, e- newsletters, membership materials (i.e. Autism Society of NC Spectrum magazine, NC Bar Association e-blast, )*



North Carolina law now permits all parents of qualified children to open NC ABLE accounts, regardless of guardianship type or the child's age



## Facebook, Twitter and Google Ad Campaigns – Feb - April



14,815 reach  
736 engagements  
457 clicks

NC parents of kids w/[#disabilities](#) - you can SAVE for today and SAVE for tomorrow with NC ABL - and KEEP [#SSI](#) [#SSDI](#) [#MEDICAID](#)  
<https://bit.ly/2HcDyyZ>




NC ABL - North Carolina's Davis Family Shares Their Story

YOUTUBE.COM

Learn More

Join National Disability Institute and NC Department of State Treasurer - Free webinar - Learn to Save with [#ABLE](#) in NC ABL Program - Keep [#SSI](#) [#Medicaid](#) <https://bit.ly/2qspdqN>



Fund your future.  
Fund your everyday.

now you can.

NC ABL  
National ABL Alliance Member

LEARN MORE




80,316 impressions  
6,590 video views (14% retention)  
925 clicks on website

Save & KEEP Benefits | Enroll at  
NC.SaveWithABLE.com  
[nc.savewithable.com](https://nc.savewithable.com)

Save for qualified expenses while KEEPING your Medicaid & SSI benefits

Debit card Family contributions SSI SSDI NOT



NC ABL Accounts Allow People with Disabilities to Save & KEEP Benefits



37,924 Impressions (awareness)  
213 website clicks



**NC ABL Program** @NCABLEProgram  
New rules allow [#PeopleWithDisabilities](#) who are employed to SAVE MORE \$\$ and KEEP [#SSI](#) [#SSDI](#) [#Medicaid](#) - Learn more <http://bit.ly/2pZFdOD>  
[pic.twitter.com/0WK7QB5o8](http://pic.twitter.com/0WK7QB5o8)

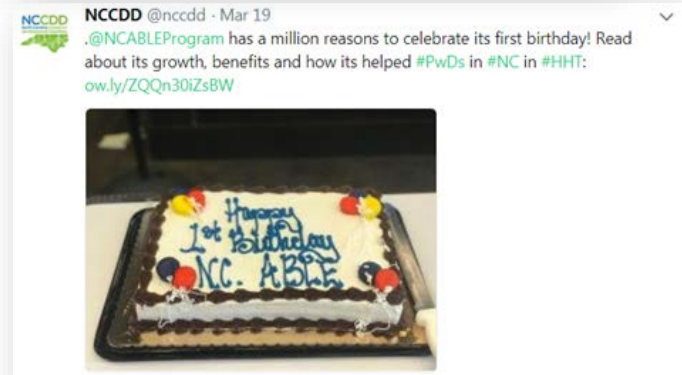
# Facebook and Twitter *Organic* Highlights – Feb - April



Talking up @NCABLEProgram at @DisabilityRtsNC 2018 Disability Advocacy Conference - people w/ #Disabilities can SAVE \$ & KEEP needed #Medicaid #SSI #NCDisability2018  
pic.twitter.com/Pmmlml35yZ



**Top Tweet**  
1,311 impressions and 35 engagements



**NC ABLE Program** @NCABLEProgram · Apr 13

Join @realeconimpact and @nctreasurer - Free webinar - Learn to Save with #ABLE in NC ABLE Program - Keep #SSI #Medicaid Register here - [bit.ly/2qspdqN](https://bit.ly/2qspdqN)  
[pic.twitter.com/LqzL2aJFM](https://pic.twitter.com/LqzL2aJFM)



## Appendix

# 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) **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.
- 2) **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
- 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 ABLE Alliance*

