



NC ABL

National ABL Alliance Member



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NC ABL Program Board of Trustees Meeting May 16, 2018

Communications and Outreach Update



A Few NC ABLÉ 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 ABLÉ Alliance*
- Special Olympics of North Carolina*

Social Media

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

Upcoming:

- Facebook LIVE*

- National ABLÉ Alliance
- Participant communications
- Alliance Working Groups

NC ABLÉ 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 ABLÉ 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 ABLÉ - and KEEP [#SSI](#) [#SSDI](#) [#MEDICAID](#)
<https://bit.ly/2HcDyyZ>




NC ABLÉ - 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 ABLÉ Program - Keep [#SSI](#) [#Medicaid](#) <https://bit.ly/2qspdqN>



Fund your future.
Fund your everyday.

now you can.

NC ABLÉ
Sponsored ABLÉ Account 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

Save for qualified expenses while KEEPING your Medicaid & SSI benefits

Debit card Family contributions SSI SSDI NOT



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



37,924 Impressions (awareness)
213 website clicks



NC ABLÉ 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/0WKN7QB5o8

Payed your future. Payed your everyday.

Facebook and Twitter *Organic* Highlights – Feb - April

You Retweeted

 **The News & Observer** @newsobserver · Feb 20

"Certainly, I would not be able to put myself in a position to be a dad without the @NCABLEProgram account." #ncpol



For people with disabilities, there's such a thing as too much savings...
 ABLE accounts allow people with disabilities to save more money without endangering federal benefits.

newsobserver.com

 **NCCDD** @nccdd · Feb 9

#HappyBirthday, @NCABLEProgram! 🎉


From your friends at @nccdd



0:02 80 views

 **NCCDD** @nccdd · Mar 19

.@NCABLEProgram has a million reasons to celebrate its first birthday! Read about its growth, benefits and how its helped #PwDs in #NC in #HHT: ow.ly/ZQqn30iZsBW



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



 **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 pic.twitter.com/LqzL2aJfJM

Top Tweet
 1,311 impressions and 35 engagements



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

