



NC ABLE Program Board of Trustees Meeting February 10, 2021

Communications and Outreach Update



NC ABLE
National ABLE Alliance Member



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Q4 NC ABE Outreach Highlights

Outreach

NC Museum of Natural History – STEM virtual fair

Social Media

Continued Foundation of Organic Growth

Web Page on NCTreasurer.com

*Consistent visits and follow throughs to NC.SavewithABLE.com
(account registration site)*



Communication Highlights

Analytics

Registration Website NC.SavewithABLE.com

	October	November	December
# of Users (unique)	1,103	936	1,064
# of Pageviews	10,744	11,120	12,533
Average Time	3.5 minutes	4.5 minutes	4.5 minutes
Top 3 Cities	Charlotte Raleigh Durham	Raleigh Charlotte Greensboro	Charlotte Raleigh Oxford
Referrals	NCTreasurer.com ablenrc.org Specialneeds NC ABLE facebook	NCTreasurer.com ablenrc.org Specialneeds NC ABLE facebook NCDHHS	NCTreasurer.com ablenrc.org NCDHHS Specialneeds NC ABLE facebook

Are you or someone you know eligible to open an account in the NC ABLE Program? These tax-advantaged savings accounts are available to individuals of any age with the onset of disability prior to the age of 26. Open an account online or download the #NCABLE Enrollment Checklist to understand the simple process and document needs. Today, #NCABLE celebrates over \$10 million in NC ABLE Account Owner Assets. <https://www.nctreasurer.com/divisions/nc-able>
#BeablewithNCABLE #NCABLE

Celebrating over
\$10 million
in NC ABLE Account Owner Assets



Social media continues to grow and have a positive impact in awareness.

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.

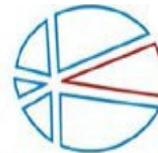
A few of our key collaborators



National ABLÉ Alliance



Department of Health and Human Services
Division of Vocational Rehabilitation Services



THE COLLABORATIVE
CREATING A CULTURE OF SAVINGS



Thank you



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