



NC ABL Program Board of Trustees Meeting August 10, 2022

Communications and Outreach Update



NC ABL
National ABL Alliance Member



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

NC ABLE Outreach Highlights

Upcoming Outreach

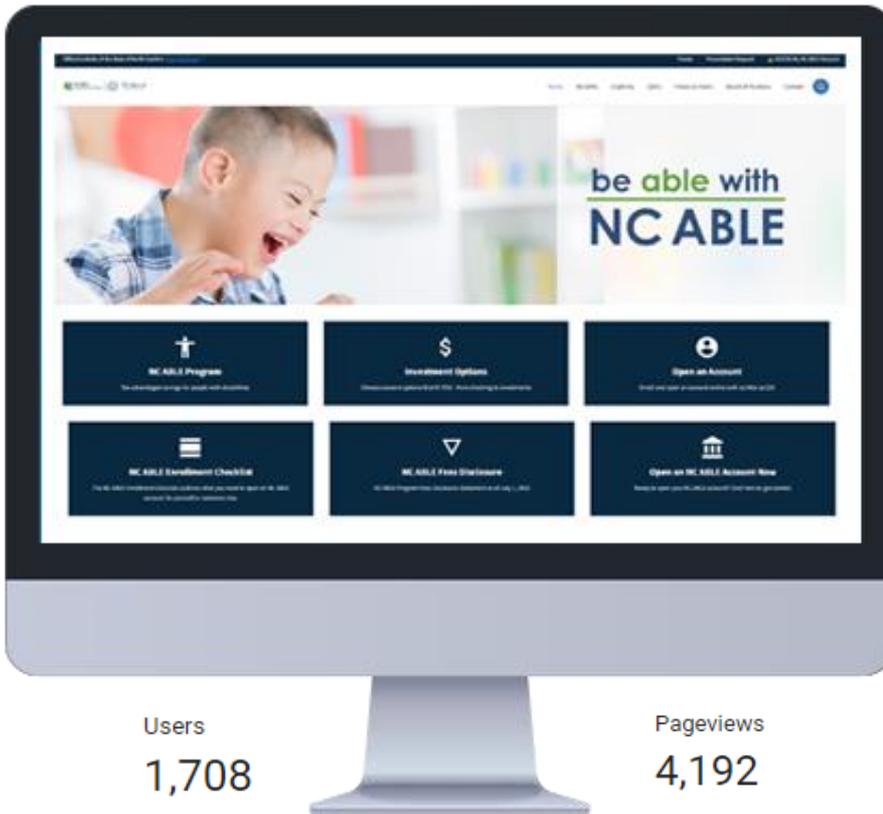
- North Carolina School for the Deaf–**POWER of Five**
- The Arc of North Carolina Webinar
- North Carolina Dept. of Health and Human Services Webinar
- ABLE to Save Month - August
- WNC Run/Walk for Autism, Asheville – September 10
- Be ABLE with NC ABLE Webinar Series

NC ABLE Media & Outreach

- NCABLE.org
- Union County Transitions Fair
- Exceptional Children’s Assistance Ctr. (webinar in Spanish)
- Abound Health Webinar
- Special Olympics NC Summer Games
- Autism Society of North Carolina
- NPR
- NC CASH



NCABLE.org



Users
1,708

Pageviews
4,192

Top Pages Viewed

- Landing Page
- Eligibility
- Benefits
- Qualified Disability Expenses

Top Locations

- Raleigh
- Charlotte
- Durham
- Greensboro
- Winston-Salem
- Asheville
- Greenville
- Fayetteville
- Cary
- Concord

Let's Get Social!

Improve your Workout

Better your Time

Fulfill your Dreams

Achieve a Better Life Experience
be able with NCABLE

NCABLE
National ABLE Alliance Member

The Folwell CPA
DALE R. FOLWELL, CPA

NCABLE.org



Led by Treasurer Folwell, NC ABLE Awareness Gives Rise to Transformative Donation

Treasurer Folwell's Misplaced Reading Glasses Leads to The Barnes Family Foundation Donation of \$25,000



Qualified Disability Expenses Covered!

be able with NCABLE

YOUR MONEY, YOUR GOALS

Focus on People with Disabilities

A companion guide to empower the disability community

Get moving with NCABLE!

#NationalMobilityAwarenessMonth
#NMAM2022

be able with NCABLE

QDE COVERED

Qualified Disability Expenses

be able with NCABLE

NCABLE.org

Autism Resource Podcast

The ABC's of ABLE Accounts with Cheryl Walfall-Flagg

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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NC ABLE & Supplemental Retirement Plans



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