



# NC ABLE Program Board of Trustees Meeting February 13, 2019

Communications and Outreach Update



**NC ABLE**  
National ABLE Alliance Member



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## A Few NC ABLE Outreach Highlights: Quarter Ending January 31, 2019

### Outreach

*NC Guardian Association (webinar)- November 2018*  
*NC Down Syndrome Conference (sponsorship)- November 2018*  
*DHHS Regional Division Directors (meeting)- November 2018*  
*DHHS Eastern Division Managers (meeting)- January 2019*

### Upcoming:

*Raleigh Transition Fair - Brooks Avenue Church- February*  
*The Arc of High Point (webinar)- February*  
*Autism Society of NC Conference (sponsorship)- March*  
*NC Arc Conference "Rooted in Advocacy" (sponsorship)-March*  
*Special Olympics (sponsorship)- June*

### NC ABLE Materials Provided

*Catawba County Clerk of Court*  
*DHHS Eastern, Central, and Western Division*  
*DHHS Local- Raleigh*  
*ECPAC (Exceptional Children's Parent Advocacy Committee)*  
*NC Down Syndrome Conference*

### Social Media

*Logos updated*  
*Digital ads completed as of 12.31*  
*Targeted audiences created/keywords created*  
*NC ABLE 2<sup>nd</sup> Birthday*

# Facebook, Google and Twitter Campaigns: Quarter Ending January 31, 2019



854 reach  
27 engagements

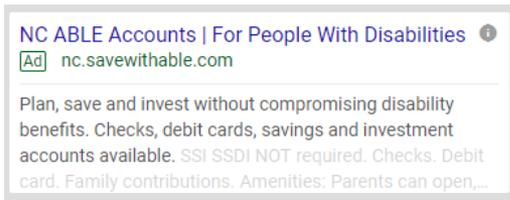
Boosted Post  
423 reach  
144 engagements



7299 Impressions  
527 engagements



1341 impressions  
23 clicks



# Appendix



# NC ABLE Communications Strategy Outline

## Goals in support of these Primary Areas of Focus

- **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.
- **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

## 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



*National ABLE Alliance*



# Thank you



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