



NC ABLE Program Board of Trustees Meeting

May 15, 2019

Communications and Outreach Update



NC ABLE
National ABLE Alliance Member



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STATE TREASURER OF NORTH CAROLINA
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NC ABLE Outreach Highlights: Ending April 15, 2019

Outreach:

Brooks Avenue Imaginability Conference
Bitty & Beau's Movie Night and Education Event
Arc of NC Spring Conference - sponsor
Autism Society of NC Spring Conference – sponsor
Arc of High Point /Greensboro

Training:

DHHS LMS Training Module Developed
DHHS Division of Blind Services
DHHS Central Region Manager Meeting
DHHS Eastern Region Manager Meeting
DHHS Western Region Manager Meeting

Upcoming:

Special Olympics of NC Summer Games – sponsor

NC ABLE Materials Provided

Autism Society of NC
Brooks Avenue Church
Burke County
Special Olympics of NC

Social Media

Digital ad – 1 per month Facebook, Google, & Twitter
World Autism Month social campaign (Apr)
Content sharing from partners

Facebook, Google and Twitter Campaigns: Statistics Jan 1 - Apr 15, 2019



565 link clicks
655 post engagements
15,781 reach*

NC Audience ages 18-65
76.2% women
23.8% men



47,579 Impressions**
1,489 engagements/clicks***

NC Audience ages 18-65
53% women
42% men
5% unknown



NC ABL Program @NCABLEProgram · Jan 3
NC ABL Accounts help people with disabilities plan, save and invest without compromising their benefits. Learn more at savewithable.com/nc/home.html. #ABLEToSave

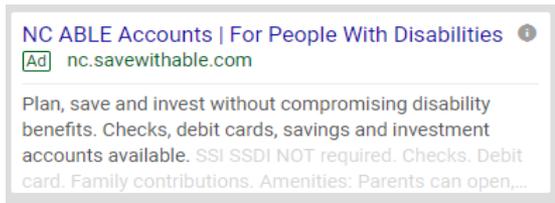


NC ABL - North Carolina's Davis Family Shares T...
Seagrove, NC, parents of daughter who has Down Syndrome share how NC ABL accounts will help them save for the future - and keep needed benefits and su...
youtube.com



22,800 impressions
402 clicks

Top 5 Keywords
Disability
Able Account
Handicap
NC ABL
ABLE Program



NC ABL Accounts Allow People with Disabilities to...

7,200 views

Opening an ABL Account Takes Just Minutes

1,400 views

NC's Plue Family Share How NC ABL Helps Guardians...

4,200 views

*Reach is the total number of people who see the ad/content.

**Impressions are the number of times an ad/content is displayed.

***Clicks are the number of times the ad was actually clicked vs. engagements which also includes "likes" and "shares" of an ad/content.

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 ABLÉ Alliance



Thank you



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