



NC ABLE Program Board of Trustees Meeting August 14, 2019

Communications and Outreach Update



NC ABLE
National ABLE Alliance Member



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

NC ABLE Outreach Highlights: Ending July 31, 2019

Outreach:

Special Olympics of NC Summer Games – sponsor
Autism Society of NC - webinar
“Cold Call” digital media kit distribution

Training:

LMS training module completed
Train-the-Trainer curriculum completed

Upcoming:

August- DHHS Division of Blind Services – Deaf/Blind Specialists
September- DHHS Division of Deaf & Hard of Hearing
November - Money Follows the Person (MFP) – Webinar

NC ABLE Materials Provided

Special Olympics of NC
NC State Library – Posters in libraries statewide
DHHS Voc Rehab – Posters in 100+ offices statewide
Large Font Brochures – distributed to key “low vision” partner organizations.

Social Media

Digital ad – 1 per month Facebook, Google, & Twitter
Begin the focus of Organic Growth

Facebook, Google and Twitter Campaigns: Statistics May 1 – July 31, 2019



ORGANIC
322 link clicks
384 post engagements
5,843 reach

NC ABLE Program
 July 26 at 8:18 AM

Today, NC ABLE (which gives those with disabilities the ability to save) honors the 29th Anniversary of the ADA. Governor Roy Cooper recognizes today as Americans with Disabilities Act Day by Proclamation (<https://tinyurl.com/NCADAProclamation>). In signing the Americans with Disabilities Act in 1990, President George H.W. Bush declared that the ADA would ensure people with disabilities "the opportunity to blend fully and equally into the rich mosaic of the American mainstream."

<https://savewithable.com/nc/home.html>



67,900 Impressions**
989 engagements/clicks***

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

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



29,300 impressions
499 clicks

Top 5 Keywords
NC Able Account
Able Account NC
NC Able
Able Now North Carolina
Able NC

NC ABLE Accounts | For People With Disabilities
nc.savewithable.com

Plan, save and invest without compromising disability benefits. Checks, debit cards, savings and investment accounts available. SSI SSDI NOT required. Checks, Debit card, Family contributions. Amenities: Parents can open...



NC ABLE Accounts Allow People with Disabilities to...
 Opening an ABLE Account Takes Just Minutes
 NC's Plue Family Share How NC ABLE Helps Guardians...

7,200 views **1,500 views** **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



Mary Buonfiglio
Deputy Director, Supplemental Retirement Plans



Mary.Buonfiglio@nctreasurer.com



919.814.4176



3200 Atlantic Avenue
Raleigh, NC 27604