



NC ABLE Program Board of Trustees Meeting

February 12, 2020

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

Q4 Outreach

Money Follows the Person (MFP) – Webinar

National Association of State Treasurers OpEd

Commemorating the 5th Anniversary of the ABLE Act, Washington, DC

Outreach Materials

Newsletter

Blog

Four 2 Five – WFMY, TV

Training

Delivered Train-the-Trainer presentations (Feb. 5th and 10th)

Upcoming/ Existing Partnerships

Special Olympics of North Carolina

The ARC of North Carolina

Autism Society of North Carolina

NC ABLE Materials Provided

Concordance Healthcare Solutions

Catholic Parrish Outreach

Social Media

Organic Growth



Communication Strategy & Plan Highlights



97
percent
of current NC ABLE
account holders
would **recommend**
the program to others

**be able with
NC ABLE**
#beablewithNCABLE
nc.savewithable.com

 **NC ABLE**
National ABLE Alliance Member

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

*Revised branding & messaging:
be able with NC ABLE*

*2020 campaign launch:
The Power of 5*

*Partnerships & Outreach with local communities:
**government agencies, municipalities,
employers, businesses and non profits***

*Engage, educate & inspire:
Newsletters, real people stories, blog posts*

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



Thank you,



Alex Ferguson
Communications Officer, Retirement Systems Division



Alexandria.Ferguson@nctreasurer.com



919.814.3827



3200 Atlantic Avenue
Raleigh, NC 27604