



NC ABL

National ABL Alliance Member



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NC ABL Program Board of Trustees Meeting February 14, 2018

Communications and Outreach Update



A Few NC ABLE Outreach Highlights – From December 2017 - January 2018

Presentations

Parent Advocates for Adult Children with I/DD (PACID)
Sandhills Center LMN-MCO Eastern NC Meeting

COMING UP

NC Arc Annual Conference
NC Autism Society Annual Conference
NC Division on Career Development and Transition Conference
National Disability Institute webinar
NC Disability Rights Annual Conference
NC TIDE (Training, Instruction, Development and Education) Conference
Next Steps of Wake County
Durham Family Connections “Speaker Series”

Special Events

The ABLE Act: A Progress Report Congressional Briefing
(Sponsored by ABLE NRC in collaboration with NAST ABLE Committee)
NC ABLE Program Anniversary

Social Media

Campaign #2 completed
Campaign #3 underway

National ABLE Alliance

Fifth Third marketing and outreach materials
Tax Cuts and Jobs Act of 2017 changes
Participant communications

NC ABLE Brochures and Postcard/Handouts –
Spanish translation

Employer *Monitor* newsletter, *DST Compass*
newsletter, links on collaborators’ websites and E-
newsletters (i.e. Sandhills Center, Triangle Down
Syndrome Network, etc.)



Appendix

Facebook, Twitter and Google Ad Campaign #2



 **NC ABLE Program** shared a link.
Sponsored · 🌐 Like Page

 **NC ABLE Accounts Allow People with Disabilities to Save & KEEP Benefits**
YOUTUBE.COM Learn More

130 Reactions 5 Comments 34 Shares

Like Comment Share

 **NC ABLE Program** shared a link.
Sponsored · 🌐 Like Comment Share

 **NC ABLE Accounts Allow People with Disabilities t...**
youtub.com LEARN MORE

Colleen Crossman and 129 others
5 Comments 34 Shares

Like Comment Share

3,634 reach
269 engagements



 **NC ABLE Accounts Allow People with Disabilities to Save & KEEP Benefits**
3:31 · NC ABLE Program · 12,088 Impressions

NC ABLE Accounts Allow



NC ABLE Accounts Allow People with Disabilities to Save & KEEP Benefits – NC ABLE Program
3,075 all time views

12,100 impressions
2,082 views



 **NC ABLE Program** @NCABLEProgram · 21 Dec 2017
NC ABLE Accounts Allow People with Disabilities to Save & KEEP Benefits
youtu.be/qcw7wRb2B4 via @YouTube

 **NC ABLE Accounts Allow People with Disabilities t...**
A quick overview of life-changing NC ABLE accounts for people with disabilities. Learn about eligibility, features and benefits of NC ABLE. NC.SaveWithABLE.com.
youtube.com

32,300 Impressions

NC ABLE Launch and First Year Rollout - Communications Strategy Outline

Primary Areas of Focus

Phase I - Program “Soft” Launch – *Jan - June 2017 - complete*

Phase II - Initial Communications and Outreach – *July 2017- June 2018*

Goals in support of these Primary Areas of Focus

- 1) **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.
- 2) **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



Autism Society
of NORTH CAROLINA



NCCDD
North Carolina Council on
Developmental Disabilities



THE COLLABORATIVE
CREATING A CULTURE OF SAVINGS

