



be able with

NC ABLE



Achieve a Better Life Experience

NC ABLE helps individuals save while preserving their SSI and Medicaid.

NC ABLE Program Board of Trustees Meeting
May 12, 2021

Communications and Outreach Update



NC ABLE
National ABLE Alliance Member



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

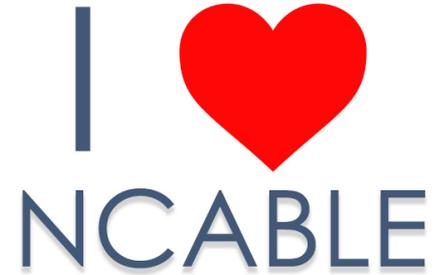
NC ABLE Outreach Highlights

Outreach (May)
Transition Fair
Training Sessions

Social Media
Continued Foundation
of Organic Growth

Web Page on NCTreasurer.com
Consistent visits and
follow-throughs to
NC.SavewithABLE.com
(account registration site)

nable.org is a foundation for digital outreach.



Videos

NC ABLE Accounts: Eligibility, Features and Benefits

NC ABLE Accounts Allow People with Disabilities to Save & KEEP Benefits

NC ABLE - North Carolina's Davis Family Shares Their Story

NC ABLE 101: An eight minute introduction to the NC ABLE program

ABLE Accounts presented by the IRS

Cuentas ABLE presented by the IRS

ASL: ABLE Accounts presented by the IRS.

Communication Highlights

NC ABLE

Webpage on NCTreasurer.com

	Oct – December '20	Jan – Mar '21
# of Users (unique)	1,064	1,396
# of Pageviews	12,533	1,514
Average Time	4.5 minutes	4.3 minutes

Analytics

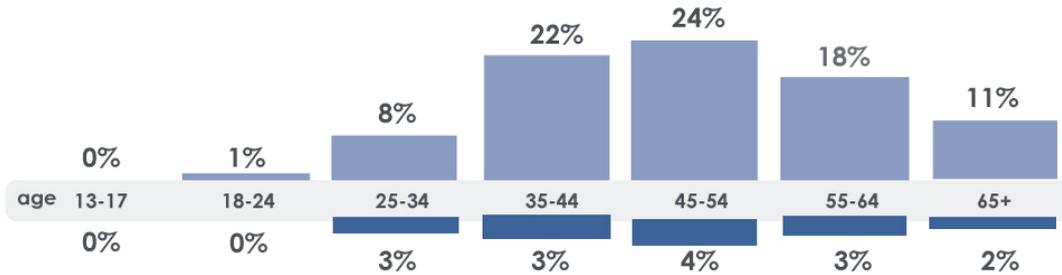
Registration Website NC.SavewithABLE.com

	December	January	February	March
# of Users (unique)	1,064	1,396	1,398	1,515
# of Pageviews	12,533	16,800	15,120	16,876
Average Time	4.5 minutes	4.25 minutes	3.5 minutes	3.5 minutes

Let's Get Social!

Women
84%
of fans

Men
15%
of fans



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NC ABLE

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NC ABLE helps individuals save while preserving their SSI and Medicaid.

Discover how easy it is to enroll in NC ABLE. Learn more about NC ABLE, tools and resources - <https://www.nctreasurer.com/links/nc-able>.

ENROLLING in NC ABLE
National ABLE Alliance Member

Presented by NORTH CAROLINA DEPARTMENT OF STATE TREASURER DALE R. FOLWELL, CPA

#NCABLE offers many ways to save and it's easy to open an account using the NC ABLE Enrollment Checklist. <https://www.nctreasurer.com/links/nc-able>

Investment Options

Low **RISK** High

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.

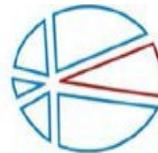
A few of our key collaborators



National ABLÉ Alliance



Department of Health and Human Services
Division of Vocational Rehabilitation Services



THE COLLABORATIVE
CREATING A CULTURE OF SAVINGS



Thank you



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