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
November 10, 2021

Communications and Outreach Update

NC ABLE
National ABLE Alliance Member

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

NC ABLE Outreach Highlights

Upcoming Outreach
The ARC of North Carolina

NC ABLE Media & Outreach
*Treasurer Folwell
Tours State Highlighting
NC ABLE and NC ABLE to WORK*

*National Disability Employment
Awareness Month (#NDEAM October)*

NC State Fair – AccessAbility Day

NC ABLE Webinars & Live Q&A
*NC Fetal Alcohol Syndrome
NC Brain Injury Association*

The Wilkes Record

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Folwell: Employers Should Consider Hiring Eager Disabled Workers

Fri. Aug 13, 2021

(Wilmington, N.C.) – The Department of State Treasurer is celebrating NC ABLE Month in recognition of a program it oversees to aid the intellectually and developmentally disabled (I/DD) meet financial challenges, and State Treasurer Dale R. Folwell, CPA, spread the good news here on Friday, Aug. 13.

Treasurer Folwell was accompanied by The Arc of North Carolina officials at UNC–Wilmington to raise awareness of the NC ABLE (Achieving a Better Life Experience) Program. The NC ABLE Act was signed into law in 2015. It allows people living with disabilities and their families to contribute to tax-free savings accounts without exceeding income limits that would cut off benefits such as Medicaid and Supplemental Security Income.

Dale Folwell

msn | money ∨

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Are you on SSI or Medicaid? The ABLE plan could help you

Treasurer Folwell Recognizes NC ABLE Participants in Asheville
Says Hiring Disabled Workers Could Help Ease State's Employment Crisis

Treasurer Folwell Says Short-Staffed Employers Should Consider Hiring Eager Disabled Workers
While Visiting UNC-Wilmington He Promotes NC ABLE Program Set Up to Financially Assist I/DD Individuals

Treasurer Folwell to Highlight NC ABLE and ABLE to Work Programs at State Fair
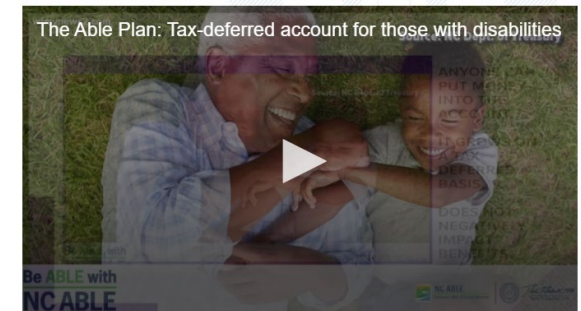*Agriculture Commissioner Troxler and Bandwidth CEO/co-founder David Morken to Attend*

Treasurer Folwell Encourages Businesses to Hire Disabled Workers to Fill Vacancies
Ag Commissioner Troxler & Bandwidth CEO Morken Join Treasurer at N.C. State Fair Event Sunday

Are you on SSI or Medicaid? The ABLE plan could help you

NC Treasurer Dale Folwell said the tax-deferred account can help with living expenses without negatively impacting your benefits.

The Able Plan: Tax-deferred account for those with disabilities

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NCABLE.org		
Top Pages Viewed	1. Eligibility 2. Qualified Expenses 3. Videos & Media 4. Landing Page	
Top Locations	Ashburn, Charlotte, Dublin, Durham, Flat Rock, Forest City, Garner, Greensboro, Henderson, Jacksonville, Kernersville, Knightdale, Lexington, Mooresville, Raleigh, Roxboro, Statesville, Waynesville	

NC.SavewithABLE.com	Q3	Q2	Q1
# of Users (unique)	4,283	3,851	4,309
# of Pageviews	45,144	48,271	48,796
Online Conversion Percentage *(Create Account)*	19%	16%	18%

Let's Get Social!

Set up and ready to go at the NC State Fair AccessABILITY Day! It's shaping up to be a beautiful day!

N.C. State Fair accessABILITY Day is October 17!
Visitors can expect the following on accessABILITY Day:
• Rides and games will open at 9 a.m. and will operate with no lights or music playing.
• Vendors will operate with no lights or music at their booths.
• Music stages will only play acoustic sets with light amplification....
See More

NC ABLE Contribution Limits for Working Individuals

$15K + 👤

$15,000 per year contribution and rollover limit

ABLE to Work allows eligible participants to save more

be able with **NC ABLE**

Results

Facebook Page Reach ⓘ

1,432 ↑ 233%

#NCABLE account owner, Sam Antkowiak, is featured on the WXII segment on the ABLE program. His mother, Stephanie Antkowiak, and Treasurer Folwell discuss the benefits of this game-changing tax-advantaged savings program for people of all ages who have the occurrence of disability prior to the age of 26.
#beABLEwithNCABLE
http://ncable.org/

WXII12.COM | BY WXII BILL O'NEIL

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DALE R. FOLWELL, CPA

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

Thank you

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