NC ABLE Program Implementation Update

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NC ABLE
National ABLE Alliance Member

STATE TREASURER OF NORTH CAROLINA
DALE R. FOLWELL, CPA

NC ABLE Implementation Update

- ## Staffing Update
  - Currently, existing DST staff is being leveraged for outreach, marketing, legal, and oversight responsibilities

- ## Outreach Efforts
  - Webinars – Developed and presented in collaboration with National Disability Institute, NC DHHS, The National ABLE Resource Center
  - Presentations – NCCDD Council meeting, NC College Foundation, Federal Consumer Financial Protection Bureau – CMS Librarian Training, DHHS Vocational Rehab Statewide Benefits Coordinators, NC Housing Finance Agency, North Carolina Upwards to Financial Stability Summit – "Train the Trainers" Sessions, Chapel Hill and Wake County High School Transition Fairs, and multiple, local community meetings such as the Triangle Disability Awareness Council/Low Vision Alliance and others.
  - Tabling/Exhibiting – NC Disability Rights Annual Conference, (materials at) NC Autism Society Annual Meeting
  - Social Media – Twitter and Facebook
  - OST Media/Press – NC ABLE Program Launch media release – Jan 26th , Treasurer Folwell's visit to The Enrichment Center – April 10th
  - DST informational website – Resources and enrollment information added and updated
  - Upcoming collaborative campaign with National Disability Institute's – The #AbletoSave Campaign

- ## Marketing Efforts
  - National ABLE Consortium/ABLE Alliance "Enrollment brochure" and small ("Slimline") brochure – provided by Consortium, under contract, and available for free on-demand printing (partially customized)
  - National ABLE Consortium/ABLE Alliance NC.SaveWithABLE.com enrollment website – provided by Consortium, under contract (partially customized)
  - DST Department working with its dedicated graphic design partner, Winnow (using some of the GA funds provided for marketing), to develop: 1) "evergreen" educational video; 2) digital, printed-ready ads, brochure, table-top display, and handout; and 3) two animation/explanatory videos.