



NC ABLE PROGRAM

NC ABLE PROGRAM BOARD OF TRUSTEES

May 8, 2025



# Communications & Outreach

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NC ABLE PROGRAM

[Take the NC ABLE Eligibility quiz.](#)



- I am opening an NC ABLE account for myself, and I am over 18 years old.
- I am opening an account for an eligible individual as a family member, legal guardian or Power of Attorney.



- I am eligible to receive SSI or SSDI because of a disability.
- I have a disability with a written diagnosis from a licensed physician.



- I participate in my company's 401(k) plan or other company-sponsored retirement plan.
- I do participate in my company's retirement plan.
- I am not sure.

Special Olympics Summer Games

Day in the Park (Inclusion Fair in Goldsboro)

Reach for the Stars! Be a Star! STEM Fair

Spirit of Inclusion Expo

Divergent Needs Resource Fair and Fun Day

Autism Society NC Annual Conference - Health & Wellness

Tim Tebow Night to Shine

NC CEC 39th Annual Conference

NC DPI: 73rd Conference on Exceptional Children

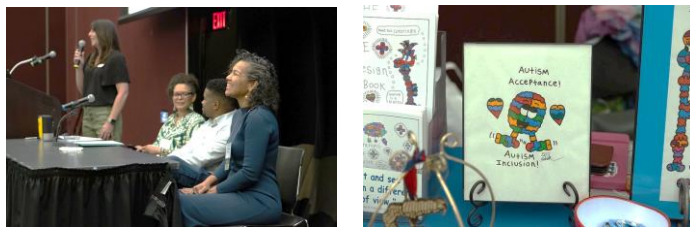
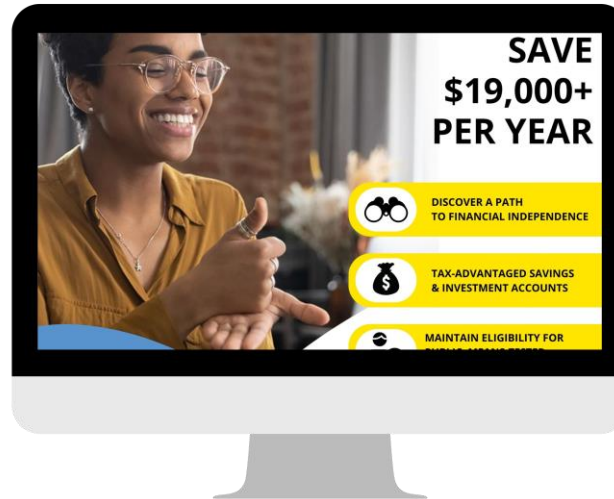
2024 Supported Employment Symposium

Triangle Buddy Walk 2024

STEAM Career Showcase for Students with Disabilities at t...

NC Assistive Technology Vendor Expo

Disability:IN NC 2024 Fall Conference



# NCABLE.org

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NC ABLE PROGRAM





## Savings & Investment Accounts for People with Disabilities



### NC ABLE Program Benefits

Learn more about tax-advantaged savings for people with disabilities



### Investment Options

Spend Today and Save Tomorrow! Choose account options that fit YOU - from checking to investments



### Open an Account

Enroll and open an account online with as little as \$25



25,764 views



[/getting-started-nc-able/nc-able-enrollment-check...](#)

[/benefits](#)

[/eligibility](#)

[/events](#)

[/getting-started-nc-able/opening-nc-able-account](#)

[/benefits/able-work](#)

[/contact](#)

[/getting-started-nc-able/investing-basics](#)



Increased visits from

Raleigh  
 Charlotte  
 Atlanta  
 Ashburn  
 Cary



# Strategy & Partners

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# Increase Awareness, Enrollments and Assets



**Increase participation in events and webinars**



**Expand awareness in corporate sector and through benefit channels**



**Engage local specialized programs**



**Expand awareness in corporate sector and through benefit channels**



**North Carolina**  
Retirement Systems



# NC ABLE Program Communications Strategy Outline

## 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.

## Audience

- People with disabilities, their families, and guardians
- Organizations that provide services and supports
- 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

# NC ABLE Program Communications Strategy Outline

## Key Messages

- 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.
- 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.
- 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.

# Partners & Collaborators



Department of Health and Human Services  
Division of Vocational Rehabilitation Services

*National ABLE Alliance*





# Thank you.



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[NCABLE.org](http://NCABLE.org)