



Communications and Outreach Update

NC ABLE Program Board of Trustees Meeting

November 7, 2024



NC ABLE
National ABLE Alliance Member

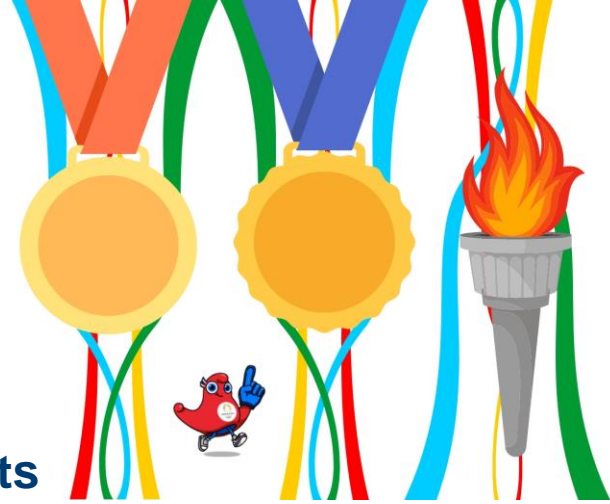


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Go for GOLD with NC ABLE



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NC ABLE Events & Partnerships

- Disability Rights NC
- UNITE Downtown Greensboro
- Special Olympics NC *
- Youth Lead NC
- TCI Works Community Connections Fair
- ACORNS Connects
- Children with Disabilities Resource Fair
- NC Assistive Technology Conference
- STEAM Career Showcase
- Autism Society of North Carolina *

NC ABLE Webinars & Q&A

- Autism Society of North Carolina
- DHHS Vocational Rehabilitation Group
- Disability Rights NC
- Solutions for Independence
- NC APSE
- NC Statewide Independent Living Council

* sponsorship/partnership agreement

NC ABLE Outreach Highlights



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ELIGIBILITY

You're eligible if your disability was **present before the age of 26**, and at least **ONE** of the following is true:



- ✓ You have a disability with a written diagnosis from a licensed physician that can be produced if requested; or

- ✓ You experience blindness as determined by the Social Security Act; or



- ✓ You are eligible for SSI or SSDI because of a disability.



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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.



- 16% participate in a 401(k).



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



- Go to Enrollment Checklist to see what is needed to open an account.
- I am ready to open an account.

Other choices with no responses:

- Experience blindness as determined by the Social Security Act
- None of the above



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

18,624 views



- | | |
|--|---|
| 1. / Home page (NCABLE.org) | 6. /nc-able-accounts |
| 2. /nc-able-account/nc-able-enrollment-checklist | 7. /nc-able-account/opening-nc-able-account |
| 3. /benefits | 8. /nc-able-account/investing-basics |
| 4. /eligibility | 9. /contact |
| 5. /events | 10. /resources/frequently-asked-questions |



Increased visits from

- Charlotte
- Greensboro
- Durham
- Morrisville



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.

Key Collaborations



Department of Health and Human Services
Division of Vocational Rehabilitation Services

National ABLER Alliance



Thank you



be able with

NCABLE



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