



ABLE Public Awareness Campaign – #ABLEtoSave

Brief Description of Campaign

#ABLEtoSave is a month-long grassroots marketing and informational campaign taking place throughout August 2020. This national campaign will be spearheaded by the [ABLE National Resource Center \(ABLE NRC\)](#) in cooperation with the Center's 25+ national disability organizations, state ABLE programs, financial institutions and other ABLE-related stakeholders.

Goal of Campaign

The primary goal of #ABLEtoSave is to increase awareness and education about ABLE accounts and to accelerate the opening of ABLE accounts nationwide.

Outline of Campaign

Each week in August will focus on a different aspect of ABLE, with the goal of providing potential ABLE account owners and their families, with comprehensive information about ABLE, while motivating them to feel comfortable enrolling in the ABLE program of their choice.

The themes for each week during #ABLEtoSave Month are as follows:

Week #1 Theme: The Promise and Future of ABLE Accounts

Week #2 Theme: ABLE Accounts and Social Security Beneficiaries

Week #3 Theme: Perspectives on ABLE Accounts and Special Needs Trusts

Week #4 Theme: ABLE and Employment Success

The 2020 campaign is national in scale and will utilize a diverse set of tools in order to maximize reach. These tools include, but are not limited to, social media, podcasts, scavenger hunt, email blasts and the utilization of the ABLE NRC's website.

ABLE NRC's network of the country's largest disability-related organizations (which oversees 1,000 state and local chapters, satellites and affiliates), combined with the participation of the various state ABLE programs and financial institutions, has the potential reach hundreds of thousands of people with disabilities and their families.

Visit the ABLE NRC website (ablenrc.org) for more details, and like us on [Facebook](#) and [Twitter](#).