



ABLE Public Awareness Campaign – “ABLEtoSave”

Brief Description of Campaign

#ABLEtoSave is a month-long grassroots marketing and informational campaign taking place throughout August 2019. 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 in the short- and long-term.

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.

- Kickoff (August 1-2): Welcome to #ABLEtoSave Month
- WEEK 1 (August 5– 9): Opening an ABLE Account: Key Decisions for Success
- WEEK 2 (August 12 – 16): ABLE Best Practices and Action Steps for Family Members and Supporters (Circle of Support)
- WEEK 3 (August 19-23): ABLE Best Practices for Working-Age Adults
- WEEK 4 (August 26- 30): Celebrating All the Ways You are ABLE: Announcing Winners from #ABLEtoSave Video Contest and Next Steps

The 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, national webinars, short videos, 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 on [Facebook](#) and [Twitter](#).