



Welcome to #ABLEtoSave Month



@theABLENRC



ABLE Public Awareness Campaign – #ABLEtoSave

Brief Description of Campaign

#ABLEtoSave is a month-long grassroots education and outreach campaign taking place throughout August 2021. This national campaign explains and explores the opportunities provided by the ABLE Act legislation of 2014 and is spearheaded by the ABLE National Resource Center (ABLE NRC) in collaboration with the Center's 25+ national disability organizations, state ABLE programs, financial institutions and other ABLE-related stakeholders.

Goal of Campaign

Having a disability is expensive and increases the likelihood of living in poverty. The goal of #ABLEtoSave is to increase public awareness around the benefits of tax-advantaged ABLE savings and investment accounts to increase the financial well-being of people with disabilities. ABLE accounts offer eligible individuals a path to "Achieve a Better Life Experience (ABLE)" through the ABLE Act legislation of 2014. This includes a focus on the ways ABLE accounts can help address the needs of Black, Indigenous and People of Color (BIPOC) community members with disabilities who are eligible for ABLE accounts.

Outline of Campaign

The 2021 campaign will be national in scale with a diverse set of engaging activities, new resources and strategies in order to maximize reach. ABLE account owners, family members and ABLE subject matter experts will engage in live panel discussions, podcasts, blogs, American Sign Language (ASL) video blogs and highlight the resources available on ABLE NRC's comprehensive website. All live events will have CART captioning services and ASL interpreting provided.



Weekly Themes During #ABLEtoSave Month:

Week 1: Welcome to #ABLEtoSave Month

Week 2: Opening an ABLE Account: Keys to Success

Week 3: Best Practices for ABLE-eligible Individuals and Working-age Adults

Week 4: Best Practices for ABLE Family Members and Circle of Support

Week 5: ABLE Account Call to Action: Next Steps to Achieve a Better Life Experience

Participants will come away with a better understanding and confidence around ABLE accounts with helpful tools and best practices to put information into action. We will be sharing new tools such as ABLE Decision Guides that cover the interaction of ABLE accounts with public means-tested benefits such as Supplemental Security Income (SSI), Social Security Disability Insurance (SSDI), Medicaid, Housing and Food Assistance.

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 to reach hundreds of thousands of people with disabilities and their families.

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



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