



Alabama ABLER Savings Plan

Marketing Strategy

Fiscal Year 2022

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This program is administered by the Alabama State Treasurer's Office and the Alabama Saving Board of Directors.

Summary:

In 2015, Alabama established an ABLE program in accordance with IRS Code 529 and partnered with the State of Nebraska to offer the Enable Alabama plan. In 2021, the Savings Board terminated this arrangement and launched the new Alabama ABLE Savings Plan. The marketing plan outlined in this document intends to assist the Alabama State Treasurer's Office and Savings Board in implementing the program and most efficiently disseminating information about the plan to specific targets and, ideally, all eligible residents of the state.

The state enabling statute allows for all ABLE Program expenses, including operating, administrative and marketing, to be paid from the State Treasury Operations Fund. The plan will rely on grassroots efforts, social media dissemination and press/media dissemination.

Target audiences will include Alabamians with disabilities, members of the media, financial institutions, disability advocacy groups, lawmakers, attorney offices, parent groups, educators/Special ED teachers, and the public.

This marketing plan will be implemented throughout fiscal year 2022. Marketing is considered to be the activity, promotion, and processes for creating, communicating, delivering and exchanging offerings that have value for customers and the society at large. Product and price have been established. Distribution is the act of bringing the product to consumers. Promotions include tactics that encourage short-term purchase, influence trial and quantity of purchase, and are very measurable in volume.

Marketing Strategy:

- **Educate Disability Advocacy Partners and General Public**
- **Distribute Program Materials.**
- **Identify Target Audiences and Develop Specific Strategies.**

Target Markets:

- 1) **Alabamians with disabilities**
- 2) **Enable Alabama account holders**
- 3) **Disability advocacy groups**
- 4) **Lawmakers and Educators**
- 5) **Media**

Program FY22 Goals:

- 1) **Contact 5 Disability organizations per week for awareness opportunities**
- 2) **Attend in-state Disability conferences as sponsor and/or speaker**
- 3) **Continue to develop ABLE contact database**
- 4) **Open 500 accounts for FY 2022**

Expenses:

Travel/Hotel - \$2,000
Event Registration - \$4,000
Sponsorships - \$4,000
Prepaid Card Fees (State Portion) - \$18,000
NIL Talent Fees - \$8,000
SWAG Merchandise \$4,000
Marketing (Facebook, Website, Advertising Expenses) - \$2,000
Print Materials - \$2,000
Publication Advertisements - \$1,000
Total Budget: - \$45,000