

### EXECUTIVE SUMMARY

#### **Introduction:**

Sagent worked with the CalABLE team to interview key stakeholders with the goal to inform the development of the marketing strategy and plan. Through the interviews, Sagent explored the value of the CalABLE brand to its key audiences, how it's positioned compared to other programs and the unique benefits it provides.

#### **Summary of Findings:**

During this interview process, we gained valuable understanding and insights about the CalABLE program, the intended audience this program is designed to reach, communication strategies and potential challenges.

The CalABLE program provides:

- **Financial independence, a sense of dignity and financial security.**
- **Loved ones the benefit to help prepare them for the future.**
- **The ability to make dreams happen.**
- **The ability to save short- and long-term.**
- **Emergency preparedness.**

#### **Target Audience:**

Within California, there are approximately 1 million people eligible for CalABLE:

- Need to target all – the one with the disability and family members.
  - Parents/Guardians with kids under 18 or 21 that have a disability.
  - Working age adults – independent individual with a disability.
  - Working age adults – not connected to any type of public service.
  - Family and friends of those with a disability.

#### **Key Program Benefits:**

- CalABLE opens possibilities to people with a disability
- CalABLE is a disability empowerment program.
- Provides independence, enables dignity and increases feelings of respect.
- Savings for the future.
- Right now, the money is tax-free.

#### **Influencers and Advocates:**

- Federal, state and local agencies. *More details in Overview of Results.*
- Special needs trust attorneys are an important target – trusted network.
- Social service delivery network in California.
- Trusted non-profits, associations, and affiliated groups.
- Account holders and family member stories.

# CalABLE Stakeholder Interviews

## Executive Summary



### Key Pain Points and Needs:

- Ability to save earned income and save for short-term and long-term needs.
- Plan and be prepared for expected and unexpected needs.
- CalABLE can help save funds for housing. Housing is a very big challenge.
- Helps build a credit history.
- Gives opportunity to invest in themselves and in their future.
- Biggest impact for nonparticipation will be housing limitations.
- Program provides tax savings that are consequential.

### Program Value:

- Helps prepare for the future.
- Savings vehicle available to families.
- Create a financial literacy program.
- Opens housing options.
- CalABLE gives people peace of mind.
- CalABLE can make your dreams happen.
- California has recovery protections, like having removed the MediCal Clawback.
- The more CalABLE accounts open, the more successful future.
- CalABLE account is a down payment on freedom and independence.

### Amplifying the Message:

- Gifting, recommending donations to ABLE accounts.
- Adding a “helpful hints” section to the CalABLE website – i.e., set a reminder on your calendar on how to put money into your account.
- Recommend a monthly automatic payment from in-home supportive services (IHSS) check.
- Disseminate information through trusted network, in addition to a government PSA.
- Those who have opened accounts – celebrities, leaders in the disability community – to help get people to open able accounts. A trusting messenger is needed!

### Program Challenges:

- There is a trust issue about signing up for accounts.
- The application is online only.
- Minimal knowledge of CalABLE.
- Once the money is withdrawn from the secure card, it can't be put back into the CalABLE account.

### Messaging:

- General rule = people first and identity first language.
- Use phrases to empower.
- Important to use diversity in marketing materials.
- Highlight benefits to people can see that it is for them.
- Use wide variety of customer testimonials and stories to reach diverse audience and needs.
- Use plain simple language.
- Clear, easy process.

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- Stronger together.

### **Trends/Changes:**

- Less than 1 percent of ABLE eligible have opened an account – reach the 99 percent.
- Housing over the next 50 years.
- Changing the federal age from 26 to 46 would be huge. A tax deduction would also be helpful.