**National ABLE Savings Day Communications Tool Kit**

Social media accounts to monitor:

ABLE today: @abletodayorg

Social Media Posts:

Did you know that August 14th is National ABLE Savings Day? Learn more about the plans available all over the country [here](https://nast.org/able/). #ABLESavingsDay

Think you know everything about ABLE Savings Plans? Debunk some of the myths [here](https://www.ablenrc.org/what-is-able/debunking-able-myths/). #ABLESavingsDay

There are over 195,000 ABLE accounts open nationwide. Are you one of them? Learn more about {SPECIFIC PROGRAM} by clicking here {INSERT LINK}. #ABLESavingsDay

Thanks to ABLE Savings Programs, many Americans living with disabilities have more independence than ever. Learn more [here](https://nast.org/able-advocacy/). #ABLESavingsDay

Check out this video to hear the personal impact ABLE Savings Plans are having all across the country. #ABLESavingsDay

Sample Press Release:

Celebrating National ABLE Savings Day

{CITY, STATE} (August 11, 2025) – August 14th will mark the second National ABLE Savings Day where those involved in ABLE Savings Plans programs across the country highlight the value and importance these plans bring to those living with disabilities.

The Stephen Beck, Jr. Achieving a Better Life Experience Act (ABLE Act) became law on December 19, 2014. The ABLE Act creates a new option for qualified individuals living with disabilities and their families to save for the future, while protecting eligibility for public benefits.

ABLE plans can change the way individuals with disabilities and their families participate in the community, build financial wellness and plan for the future by empowering them to save and invest for the added expenses that come with having a disability while protecting eligibility for federal means-tested benefits like SSI and Medicaid.

ABLE accounts foster person-centered independence, build self-reliance, encourage employment and improve quality of life. Contributions to ABLE accounts can come from earnings, family, friends and other sources. Earnings on ABLE accounts are tax-deferred, and withdrawals are tax-free as long as they are used for qualified disability-related expenses.

{INSERT INFORMATION ABOUT SPECIFIC PLAN}

For more information about ABLE Savings Plans, visit the National Association of State Treasurers [here](https://nast.org/able/). To learn more about {SPECIFIC PROGRAM}, click here to visit their website.

###

Sample Op-Ed:

Imagine not being able to save more than $2,000 in your name, at any one given time. Imagine not being able to save for home ownership or your first car. Over 61 million people in the United States may be dealing with this issue daily. Americans living with disabilities, who seek federal medical benefits, are limited to the amount of cash they are allowed to have at one time. This not only can cause poor spending choices but also restricts the ability of the individual to fulfill their American dream.

Thankfully, back in 2014, Congress passed a piece of legislation called The Stephen Beck, Jr. Achieving a Better Life Experience Act (ABLE Act) and it was signed into law by President Obama. These new state-run savings accounts, modeled after 529 savings plans, allow individuals to save and invest money without harming their ability to receive public benefits.

Many state programs have been in existence for over 7 years and are beginning to see the life changing value of these ABLE savings plans. {INSERT LOCAL STORY FROM YOUR PLAN}

Currently, according to the National Association of State Treasurers, there are 46 states and DC who have launched ABLE programs and over 195,000 accounts have been opened nationwide. In those accounts, over $2.3 billion has been invested in ABLE savings plans and the average account balance is almost $12,000. That is six times what people living with disabilities were able to save before these plans came into existence. They are already changing lives!

On August 14th, ABLE plans nationwide are celebrating the second ever National ABLE Savings Day to highlight the significance of these programs to Americans living with disabilities. During the entire month of August, {INSERT PLAN} has been preparing and planning {INSERT EVENTS/PROMOTIONS}.

During the month of August, and every other month of the year, {INSERT PLAN\AUTHOR NAME} strives to bring this valuable resource to as many {STATE INDIVIDUAL NAME ie. Hoosier} as possible. ABLE plans bring much needed financial independence and it’s our responsibility to get the word out!

Resources:

NAST - [ABLE Advocacy](https://nast.org/able-advocacy/)

NAST - [ABLE Plans Across the Country](https://nast.org/able/)

NAST - [National ABLE Plan Data](https://nast.org/national-able-data/)

ABLE today - [ABLE today](https://www.abletoday.org/)