Choosing Work: Encouraging People with Disabilities to Participate In the Social Security, Ticket to Work Program

Our Challenge
Peach Social Security beneficiaries age 18 through 64 who receive Social Security Disability Insurance (SSDI) or Supplemental Security Income (SSI) who are most likely to return to work or start work for the first time and support them on their road from relying on benefits to greater financial self-sufficiency.

1. What We Did
As part of a multi-social outreach campaign we designed, developed and deployed an email “ drip campaign” to provide beneficiaries step-by-step information tailored to where they were in the process to achieve their job goals, reducing or eliminating their reliance on benefits.

2. Why Email?
91% of Americans check email daily, many from a mobile device. Email is 40 times more effective than social media for acquiring customers. Email is fast based so it’s more accessible. We also had 150,000 emails collected we needed to use.

3. Phase 1: General Messaging
We developed 60 messages we called our Chooze Messaging Architecture. We used principles of behavioral economics to craft messages that would “nudge” beneficiaries along the path to work. Subscribers picked the phase they were in and then received weekly emails relevant to them.

4. Phase 1: Initial Results
Phase 1 launched in February, 2014. As of October 30, we reached 4,348 new confirmed subscriptions. This is out of 6,829 total opts ins but a required confirmation step is only completed 68% of the time. We add 300-350 subscribers per month. We have a 49% open and 24% click through rate (twice the average). We have sent 37,678 messages.

5. Phase 2: Targeted Messaging
Our next phase will use a CRM system to bring beneficiary data into the mix for segmenting of messages based on demographic & interest in certain types of jobs (e.g., Section 503). We will use a secure environment to protect beneficiary data and track outcomes back to their life.

6. Integration with Digital Strategy
The content approved for the program was integrated into our mobile responsive website at www.choozework.net in a section called the Path to Work. We also publish the email program via our social media channels.

7. Making it Accessible
We used a simple, attractive HTML template for the emails and provided a text version of each email along with the graphic version. All images were tagged appropriately. All links refer to accessible websites.

8. Lessons Learned
- Consider post-campaign survey or A/B testing
- Consider how to connect email outreach to citizen data using customer relationship management systems to connect outreach to outcomes
- Monthly monitor responses to the campaign and prepare to address audience questions and requests for assistance


Approximately
18.7%
of Americans
Have a Disability
Approx 32.9% of those with severe disabilities receive disability benefits (under the age of 65).

32.9%
18.7%

Ticket to Work
Is Work Right for Me?
- How the Program Works
- Myths About Work and Benefits
- Success Stories

Ready to Work
Where Can I Turn for Help?
- Setting Work Goals
- Choosing the Right Provider
- Using the Find Help Tool

Getting a Job
How Do I Find the Job That Is Right for Me?
- Job Search Skills
- Job Accommodations
- Interview Tips

Maintaining Your Job
How Can I Keep on the Path to Self-Sufficiency?
- Impact of Work on Benefits
- Managing Money
- Avoiding Overpayments
- Timely Progress
- Partnership Plus

Ticket to Work
Achieves Financial Independence
- Benefit Receiving SSDI/SSI Payments
- Hi, I’m Ben!

Meet Ben!
Learn about Ticket to Work at:
www.choosework.net/about

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