

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

## Meet Ben!

Learn about Ticket to Work at:  
[www.choosework.net/about](http://www.choosework.net/about)



Beneficiary Receiving  
SSDI/SSI Payments

## Our Challenge

Reach 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-modal 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 text based so it's more accessible. We also had 150,000 emails collected we needed to use.

### 3. Phase 1: General Messaging

We developed 40 messages we called our Choice Messaging Architecture. We used principles of behavior 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 26, we reached 4,348 net confirmed subscriptions. This is out of 6,829 total opt-ins but a required confirmation step is only completed 68% of the time. We add 200-300 subscribers per month. We have a 49% open and 24% click through rate (twice the average). We have sent 37,676 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 data & interest in certain types of jobs (e.g., Section 503). We use a secure environment to protect beneficiary data and track outcomes back to their file.

### 6. Integration with Digital Strategy

The content approved for the program was integrated into our mobile responsive website at [www.choosework.net](http://www.choosework.net) in a section called the Path to Work. We also publicize 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

- Do not expect a high rate of response from an old email list
- Provide plenty of time for review and approval
- Find ways to re-use and repurpose content
- Do not actively encourage your recipients to unsubscribe from your mailing list
- Make it easy to sign up for your list
- 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
- Closely monitor responses to the campaign and be prepared to address audience questions and requests for assistance

## The Scope of Adult Disability



## 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

Beneficiary  
Achieves Financial  
Independence



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