



www.GoDirect.org
(800) 333-1795

Countdown to Retirement Pledge Cards

Countdown to Retirement, an initiative of the **Go Direct**[®] campaign, is designed to encourage baby boomers nearing retirement age to choose direct deposit once they sign up for Social Security retirement benefits. A key component of Countdown to Retirement is a year-long pledge drive that kicks off in January 2007, one year before the oldest baby boomers become eligible to collect Social Security benefits. The pledge drive will be launched in tandem with a widely publicized national poll shedding new light on baby boomers' attitudes and behaviors regarding direct deposit, retirement and related issues.

By participating in the Countdown pledge drive, you will be part of a nationwide awareness effort to promote the benefits of direct deposit!

How to use the pledge cards

The Countdown to Retirement pledge cards are appropriate for both people nearing retirement and for retirees currently receiving Social Security by paper check. The cards feature a non-binding pledge to choose direct deposit and a tear-away bookmark to serve as a reminder. The purpose of the pledge drive is to raise awareness about direct deposit. **Go Direct will not require partners to collect personal information or to tally pledges.**

Pledge cards may be:

- Handed out at pre-retirement seminars
- Used at financial literacy events
- Displayed in lobbies where pre-retirees and retirees can find them

In addition to the paper pledge cards, **Go Direct** offers a Countdown to Retirement online quiz and pledge at www.GoDirect.org.

About Go Direct

Go Direct is sponsored by the U.S. Department of the Treasury and Federal Reserve Banks to encourage people who receive Social Security or other federal benefits by paper check to switch to direct deposit. People who already receive federal benefits may enroll in direct deposit by calling **Go Direct** at (800) 333-1795 or by visiting www.GoDirect.org or www.DirectoASuCuenta.org. People who are signing up for Social Security benefits for the first time should contact the Social Security Administration.

To contact a **Go Direct** representative, please call (952) 346-6055.



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