

Helping senior citizens get more control over their money

Achieving financial literacy is an important goal at any age. For many senior citizens, switching to direct deposit of their Social Security payments can be an important first step in the right direction. **Go Direct**[®] makes it simple for your organization to incorporate direct deposit messages into your financial literacy presentations or workshops. **Go Direct** also encourages and facilitates cooperation between partners that would like to work together on financial literacy in their communities – for example, financial institutions and community-based organizations.

Who Can Participate?

- Financial institutions
- Elected officials
- Government agencies
- Community-based groups serving senior citizens

Take Action

If you already have a financial literacy curriculum, it's easy to make **Go Direct** part of it:

- Include information on the benefits of direct deposit and **Go Direct** in your presentations or workshops.
- Distribute and display **Go Direct** materials, including posters, flyers and table tents during your presentations and in your lobbies.
- Include an article about **Go Direct** in your newsletter or on your Web site.
- Post a **Go Direct** Web banner on your Web site linking to www.GoDirect.org.
- Collaborate with another **Go Direct** partner on financial literacy workshops or presentations. For example, a financial institution representative could present to audiences assembled by a community-based organization.

Or, if you don't yet have a financial literacy curriculum:

- Consider adopting the Federal Deposit Insurance Corporation (FDIC) **Money Smart** program – a free training program to help adults enhance their money skills and create positive banking relationships. The latest version of Money Smart includes information about signing up for direct deposit through **Go Direct**.

Go Direct offers a variety of tools to help your organization incorporate direct deposit messaging into your financial literacy efforts, including:

- **Talking points and PowerPoint slides** – Useful for presentations, workshops and meetings to discuss the benefits of direct deposit.
- **Newsletter copy** – A brief, customizable article announcing your partnership with **Go Direct** and highlighting reasons seniors should sign up for direct deposit.
- **Flyers and posters** – Colorful and informative items for seniors to take home or to keep handy in your organization's facilities.
- **Media templates** – Letters, news alerts and other publicity-generating materials you can customize.

To learn more about incorporating **Go Direct** into your financial literacy efforts, or how to get involved in the campaign, call **(952) 346-6055** to speak to a campaign representative or visit www.GoDirect.org.

About Go Direct®

Go Direct is a national campaign sponsored by the U.S. Department of the Treasury and the Federal Reserve Banks to motivate people who get Social Security and other federal benefits by check to switch to direct deposit – the safest, easiest payment option.