

Countdown to Retirement Pledge Drive



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Count down to retirement with direct deposit

Besides being prominent national figures, what do Bill Gates, Oprah Winfrey, and former President Bill Clinton have in common? They are among America's 77 million baby boomers, many of whom are nearing retirement age. In fact, the oldest baby boomers will become eligible to collect Social Security benefits in January of 2008. If current trends hold, too many of them will choose to get their payments by paper check rather than safer, easier direct deposit.

Go Direct® encourages senior citizens to use direct deposit to receive Social Security, and starting in January the campaign's Countdown to Retirement initiative will bring that same message to baby boomers heading toward retirement. Campaign partners can help get out the message by promoting a pledge drive to pre-retirees and senior citizens that motivates people to choose direct deposit for their retirement benefits. The start of the yearlong pledge drive will coincide with the release of a new national poll about the financial attitudes of baby boomers and retirees.

Who can participate?

- Social Security Administration regional and local offices
- Community-based and advocacy groups serving baby boomers and seniors
- Elected officials
- Financial institutions

Take action

Promote the pledge – on paper or online

At the heart of Countdown to Retirement is a fun, non-binding pledge drive to encourage people to choose direct deposit for their Social Security benefit payments. **Go Direct** will provide your organization with paper pledge cards to distribute to pre-retirees and seniors. The cards feature a tear-away bookmark to serve as a reminder to choose direct deposit (see example below). Or, your organization can encourage boomers and seniors to visit the Countdown to Retirement page on www.GoDirect.org, which will feature an interactive mini-poll geared to pre-retirees and an electronic pledge card.

Here are some ideas for including Countdown in your organization's activities:

- Hand out pledge cards at pre-retirement seminars and financial literacy workshops – great venues to promote direct deposit.
- Post a Countdown to Retirement banner on your Web site that links to the Countdown to Retirement page on www.GoDirect.org.
- Promote the pledge drive in newsletters, during speaking engagements or through other communication channels that reach pre-retirees and seniors.

Note: 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.



Be part of the Countdown buzz!

Underpinning the pledge drive will be a widely publicized national poll, sponsored by the U.S. Treasury and Federal Reserve Banks as part of **Go Direct**. This poll will shed new light on baby boomers' concerns, attitudes and behaviors regarding direct deposit, checks, retirement and other 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!

To learn more about the **Go Direct** campaign, call **(952) 346-6055** 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.