



Go Direct Champions

National recognition program for financial institutions

Go Direct Champions is a national program that recognizes banks and credit unions achieving exceptional results in driving direct deposit conversions. Top performers over the October 2007 through May 2008 program period will receive an award and official recognition from the U.S. Department of the Treasury.

Go Direct Champions gives financial institutions the opportunity to:

- Gain recognition from the U.S. Department of the Treasury
- Monitor performance in increasing direct deposit use for Social Security
- Be part of an industry-wide effort to drive direct deposit conversions
- Make a real difference to customers or members

Go Direct Champions is open to all partnering banks and credit unions.

How to participate in **Go Direct** Champions

Step 1: Register at www.GoDirect.org by September 30.

Step 2: Announce your participation in the competition internally to branch managers and tellers to drive participation.

Step 3: Guide tellers to encourage customers and members to switch to direct deposit for their federal benefits (see additional information on the levels of participation on reverse side).

Step 4: **Go Direct** will track your increase in Social Security and Supplemental Security Income (SSI) ACH payments. Results for individual institutions will be compared to the average growth rate of financial institutions of similar size and will be reported individually to each participating institution twice during the program.

Recognition

Participants will be tiered based on size. **The top three performers in each tier will receive an award and official recognition as *Go Direct* Champions by the Treasury.** Financial institutions that exceed the average growth rate in their peer group will also be recognized.



Levels of participation

Financial institutions have helped *Go Direct* sign up more than one million federal benefit check recipients in direct deposit. *Go Direct* suggests the following three levels of participation to help boost your direct deposit conversions.

Level 1 (Basic Participation)

- **Prepare tellers** – Coach tellers to encourage customers or members receiving Social Security checks to sign up for direct deposit, especially during the first few days of the month, when most people cash or deposit their payments.
- **Web banners** – Post a *Go Direct* banner on your Web site to encourage visitors to learn more about direct deposit or enroll online.
- **In-lobby materials** – Display free *Go Direct* posters and teller tents in your branches and offer take-ones to customers or members.

Level 2 (Enhanced Participation)

- **Statement message** – Include a *Go Direct* message in monthly statements.
- **Financial literacy** – Include *Go Direct* messages in financial literacy seminar.
- ***Go Direct* Communication Kit** – Distribute a customized communication kit to branch managers to help them communicate *Go Direct* to their tellers and staff.

Level 3 (Superior Participation)

- **Statement stuffers** – Co-brand and print *Go Direct* statement stuffers to send to customers and members.
- **Teller/branch incentive** – Encourage tellers to promote *Go Direct* with an incentive – a small financial reward, free lunch or vacation time – for each customer or member enrolled in direct deposit. Or, stage a competition among branches to see which can enroll the most people.
- **Community participation** – Collaborate with a non-profit or retirement home to bring the *Go Direct* message directly to senior citizens. Or, take part in a free tax preparation coalition or site near in the communities you serve.

To learn more about *Go Direct* Champions or other programs, 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.