



® Helping people safeguard their federal benefits

National Crime Prevention Month – October 2008

Did you know paper checks can be risky? Last year alone, nearly 60,000 Treasury-issued checks – totaling an estimated \$56 million – were fraudulently endorsed. Despite the potential for problems, millions of Americans continue to receive Social Security and other federal benefit payments by paper check. Your organization can help senior citizens, people with disabilities and others who rely on federal benefits learn about two safer, more convenient options to get their money.

- The **Go Direct**® campaign gives people who have checking or savings accounts a fast, free way to sign up for direct deposit.
- The **Direct Express**® Debit Master Card® gives people without bank accounts a secure, convenient and U.S. Treasury-recommended way to receive their Social Security payments.

Promote financial safety in your community – encourage people to switch from paper checks to direct deposit or the Direct Express® card for their monthly federal benefits.

Who can help?

Any organization that reaches people who receive federal benefits can help spread the word, including:

- Community-based groups
- Law enforcement
- Social service organizations
- State and local government agencies

Take action

It's easy to introduce the **Go Direct** campaign and the **Direct Express** card to the people your organization serves.

- Incorporate direct deposit and **Direct Express** card information into your existing safety or financial literacy programming.
- Include an article in your newsletter or on your Web site.



- Distribute and display free informational materials, such as posters and fliers, at presentations and in lobbies.
- Include information about the **Go Direct** campaign and the **Direct Express** card in workshops, trainings and public speaking engagements.
- Post links to www.GoDirect.org and www.USDirectExpress.com on your Web site.
- Draft a letter to the editor of your local newspaper describing the benefits of direct deposit and the **Direct Express** card.

Free tools

Free materials are available to help you share the facts about these safer payment options, including:

- Newsletter copy – Brief, customizable articles to include in your newsletters, mailings or on your Web site.
- Fliers and posters – Easy-to-understand materials to display in your organization's facilities and to distribute at events.
- Talking points and PowerPoint slides – Useful for presentations, workshops and meetings.
- Web banners – Web banners linking to the **Go Direct** campaign and the **Direct Express** card Web sites.

For more information, contact a campaign representative at (952) 346-6055 or godirect@webershandwick.com or visit www.GoDirect.org and www.USDirectExpress.com.

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.

About the Direct Express® card

The Direct Express® Debit MasterCard® card is a prepaid debit card for Social Security and Supplemental Security Income (SSI) payments. Cardholders can make purchases, pay bills and get cash at thousands of locations nationwide. Sign up is free and no bank account is required.



The Go Direct® campaign is sponsored by the U.S. Department of the Treasury and Federal Reserve Banks.

The Go Direct® logo, Direct Express® logo, and Direct Express® are service marks of the U.S. Department of the Treasury, Financial Management Service (used with permission).

The Direct Express® Debit MasterCard® is issued by Comerica Bank, pursuant to a license by MasterCard International Incorporated. MasterCard® and the MasterCard® Brand Mark are registered trade marks of MasterCard International Incorporated.