



www.GoDirect.org  
(800) 333-1795

## ***Go Direct* Community Ambassadors Program Requirements**

### **Required:**

**Prepare and communicate to 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. Communicate campaign information to tellers at least once a week during two separate months, including one of the following: February (***Go Direct*** month) and April (Financial Literacy Month). Teller training materials are available free of charge.

### ***At least three of the following required:***

**Web banners** – Post a ***Go Direct*** banner on your Web site to encourage visitors to enroll online.

**Statement message** – Include a ***Go Direct*** message in monthly statements.

**Statement stuffer** – Print ***Go Direct*** statement stuffers to send to customers or members.

**In-lobby materials** – Display free ***Go Direct*** posters and teller tents in your branches and/or offer take-ones to customers or members.

**Financial literacy** – Include ***Go Direct*** messages in financial literacy seminars.

***Go Direct* communication kit** – Distribute a customized communication kit to branch managers to help communicate ***Go Direct*** to tellers and staff.

**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 participate in a free tax preparation coalition or site in the community you serve and distribute ***Go Direct*** materials.

**Deposit slip stickers** – Simple and easy tool for tellers to attach to deposit slips when someone deposits or cashes a federal benefit check, encouraging them to sign up for direct deposit.



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