



Gain national recognition for promoting the use of direct deposit for federal benefits in your community

Be recognized by the U.S. Department of the Treasury's **Go Direct** campaign by actively participating in the second-annual **Go Direct** Community Ambassadors Program for small- and medium-sized financial institutions. Participating banks and credit unions that fulfill program requirements during the October 2009 through May 2010 program period will receive a letter of recognition and certificate for promoting the use of direct deposit among federal benefit check recipients.

Active participation in the **Go Direct** Community Ambassadors Program gives your financial institution the opportunity to:

- Gain recognition from Treasury's **Go Direct** campaign for your efforts.
- Receive a Web banner and suggested newsletter copy you can use to announce your recognition as a 2009/2010 **Go Direct** Community Ambassador to your staff, customers or members.
- Help your customers or members simplify their lives, protect their identity and gain more control over their money.
- Increase loyalty and satisfaction among your customers or members.
- Learn how your success in driving direct deposit compares with your industry peers.
- Reduce paperwork and paper waste with fewer paper-based transactions.
- Underscore your commitment to corporate citizenship.

The **Go Direct** Community Ambassadors Program is open to all banks and credit unions with fewer than 100 branches.

The benefits to your community

By encouraging your customers or members who receive Social Security, Supplemental Security Income (SSI) and other federal benefits to switch from paper checks to direct deposit, you are helping them choose a safer, easier way to get their money. Direct deposit eliminates the risk of delayed, lost or stolen checks, and can offer peace of mind to senior citizens and others who rely on their federal benefit payments. Plus, direct deposit is more convenient than paper checks. There's no need to wait for the mail to arrive or to make a special trip to cash or deposit a check.

Since 2005, partnering financial institutions have played a key role in helping the **Go Direct** campaign achieve more than 3 million enrollments in direct deposit – saving millions of taxpayer dollars in postage and printing. In addition, the **Go Direct** campaign provides “green” benefits to the community. According to the Pay It Green Alliance, over the next ten years, 3 million direct deposit enrollments will result in approximately:

- 265 million pounds of greenhouse gas avoided
- 1.1 million pounds of paper saved
- 11 million gallons of gasoline saved
- 261 million car miles not traveled



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How to participate

Step 1: Register at www.GoDirect.org by September 30, 2009.

Step 2: Plan and implement the required (below) **Go Direct** campaign activities between October 1, 2009 and May 31, 2010.

Step 3: Report your activities by clicking a simple check box to verify that you met the program requirements.

Step 4: Treasury's **Go Direct** campaign will send you a letter of recognition and a certificate.

Program requirements

Financial institutions are encouraged to participate in **Go Direct** campaign activities throughout the year, however to be recognized as a **Go Direct** Community Ambassador, your financial institution must complete two of the activities listed below during at least one of three peak campaign months: October (Crime Prevention Month), February (**Go Direct** Month) and April (Financial Literacy Month)/May (Older Americans Month). Free materials are available and you will have the opportunity to report your completed activities at any time.

At least two of the following campaign activities are required:

- **Web banners** – Post a **Go Direct** campaign Web banner linking to www.GoDirect.org on your Web site to encourage visitors to sign up online.
- **Statement messages and stuffers** – Include a **Go Direct** campaign message in monthly statements or print statement stuffers to send to customers or members.
- **In-lobby materials** – Display free **Go Direct** campaign posters and teller tents in your branches, offer take-ones to customers or members, and/or attach **Go Direct** stickers to deposit slips when someone deposits or cashes a federal benefit check.
- **Teller communication/Go Direct campaign communication kit** – Communicate to your tellers to remind them to encourage your customers or members who come in to deposit a federal benefit check to switch to direct deposit; or distribute a customized communication kit to branch managers to help communicate the benefits of direct deposit and the **Go Direct** campaign to tellers and staff.
- **Teller/branch incentive** – Encourage tellers to promote the **Go Direct** campaign with an incentive – a small financial reward, free lunch or vacation time – for each customer or member they enroll in direct deposit. Or, stage a competition among branches to see which one can enroll the most people.

To order materials or to learn more about the **Go Direct** Community Ambassadors Program, call (952) 346-6055 or visit www.GoDirect.org.

About the **Go Direct** Campaign

The **Go Direct** campaign is a national initiative 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.



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