



Stand Up for Seniors

Show you care – promote direct deposit

Your constituents elected you because they believe you will make a difference. As a **Go Direct**[®] partner, you have an opportunity to significantly impact the lives of people in your community who receive Social Security and Supplemental Security Income (SSI) by encouraging them to switch to direct deposit – the safest, easiest payment option.

By partnering with **Go Direct**, you will help:

- Curb identity theft and fraud among senior citizens and people with disabilities
- Increase financial literacy
- Streamline government and save taxpayers money

Pledge Your Support

As an elected leader, you and your staff are busy meeting the needs of your constituents, and finding solutions to the challenges they face. Direct deposit of federal benefits is one small – but significant – step you can encourage seniors to take. **Go Direct** offers a variety of tools to help you incorporate **Go Direct** messaging into your existing communication planning and outreach.

As an elected official, you could:

- Serve as a spokesperson for the campaign in your city or state.
- Link to www.GoDirect.org on your official Web site or include **Go Direct's** 1-800 number and Web site in newsletters and other correspondence to constituents.
- Submit a letter to the editor or opinion piece to your local newspaper to inform and encourage seniors to switch to direct deposit.
- Mention **Go Direct** during a speech to seniors, people with disabilities or caregivers.

To learn more about how you can get involved with the campaign, visit the Partners section of www.GoDirect.org or call **(952) 346-6055**.



For people without bank accounts, Treasury recommends signing up for the **Direct Express**[®] Debit MasterCard[®] card, a prepaid debit card that offers another safe and convenient alternative to paper checks. For more information, contact your **Go Direct** campaign representative or visit www.USDirectExpress.com.

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

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