



The Power of Control

Help senior citizens and their caregivers gain more control over federal benefit payments

As Americans focus on their finances, a new nationwide survey sponsored by the U.S. Department of the Treasury reveals approximately nine out of 10 Americans believe direct deposit gives them more control over their money. Yet, millions of senior citizens and their caregivers still rely on paper checks for Social Security and other federal benefit payments, leaving their money vulnerable to delays and financial crimes. During *Older Americans Month* in May, join Treasury's **Go Direct**[®] campaign to encourage Americans who get federal benefits for themselves or a loved one to switch from paper checks to safer, easier direct deposit. In doing so, they won't have to wait or worry about their money – it's on time, every time.

Did you know?

- About 10.5 million senior citizens and others receive Social Security and Supplemental Security Income (SSI) payments by paper check on a monthly basis.
- Last year, more than 485,000 Social Security and Supplemental Security Income (SSI) checks were reported lost or stolen and had to be reissued.
- Nearly 70,000 Treasury-issued checks – totaling an estimated \$64 million – were fraudulently endorsed in 2008.

Take action

It's easy to spread information about direct deposit and the **Go Direct** campaign:

- Post a Web banner on your Web site linking to www.GoDirect.org.
- Include information about the benefits of direct deposit in your presentations, workshops and public speaking engagements.
- Display and distribute **Go Direct** campaign materials including posters and fliers in your lobbies.
- Include an article about the benefits of direct deposit and the **Go Direct** campaign, including the toll-free number and Web site, in your newsletter or on your Web site.



Free tools

Free materials are available to help you include **Go Direct** campaign messaging in your programs geared toward senior citizens, including:

- **PowerPoint slides** – Useful for presentations, workshops and meetings to discuss the benefits of direct deposit.
- **Newsletter copy** – Information suitable for an article highlighting ways senior citizens and others can benefit by signing up for direct deposit.
- **Fliers and posters** – Informative materials to display in your organization's facilities and hand out at events.

Signing up is easy!

You can sign people up on the spot or direct them to call the toll-free **Go Direct** campaign helpline at (800) 333-1795 or visit www.GoDirect.org.

For more information

To learn more, contact a campaign representative at **(952) 346-6055** or GoDirect@webershandwick.com, or visit www.GoDirect.org.



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