



Help Your Customers or Members Be Smart With Their Money

Encourage the use of direct deposit for federal benefits

Making smart financial decisions is important to a person's overall well-being. Yet, too many Americans continue to receive their Social Security and other federal benefit payments by paper check. In 2009 alone, the U.S. Department of the Treasury received nearly 1.3 million inquiries about paper check-related problems. During Financial Literacy Month in April, make a commitment to help your customers or members who receive federal benefit checks take a simple, smart step to protect their money and improve their financial health. Join the Treasury Department's **Go Direct**[®] campaign to encourage the use of safer, easier direct deposit for Social Security and other federal benefit payments.

Take action

It's easy to share information about direct deposit:

- Link to www.GoDirect.org from your own website.
- Display and distribute campaign materials including fliers, deposit slip stickers and posters in your lobbies.
- Publish an article about direct deposit in your newsletter or on your website.
- Share information about direct deposit through your Twitter, Facebook and other social media profiles.

Free tools

Free materials are available to help you include information about direct deposit and the **Go Direct** campaign in your efforts, including:

- **Web banner** – Colorful graphic to post on your website that links back to the **Go Direct** campaign's website.
- **Newsletter copy** – Information suitable for an article highlighting reasons people who get federal benefits should get them electronically.
- **Brief tips** – Short tips you can easily include in your newsletter, website or social media posts.
- **Fliers and posters** – Informative take-home materials to display in your branch lobbies and hand out at events.

For more information

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



The **Go Direct**[®] campaign is sponsored by the U.S. Department of the Treasury and the Federal Reserve Banks. The **Go Direct**[®] logo and **Go Direct**[®] are registered service marks of the U.S. Department of the Treasury, Financial Management Service (used with permission).



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