



Financial Literacy Program

Help members of your community get financially fit

Getting in shape financially is vital to a person's overall well-being. For senior citizens, people with disabilities and others who receive federal benefits by check, switching to direct deposit is a simple, but important step toward improving their financial fitness. Direct deposit eliminates the risk of lost or stolen checks and helps people gain more control over their money. By joining the U.S. Department of the Treasury's **Go Direct**[®] campaign to encourage the use of direct deposit for federal benefits, you can help people in your community achieve their financial fitness goals.

Take action

If you already have a financial literacy program, it's easy to include 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 direct deposit in your newsletter or on your Web site.
- Collaborate with another campaign partner on financial literacy workshops or presentations. For example, a financial institution representative could present information to audiences assembled by an organization serving seniors.

Or, if you don't have a financial literacy curriculum:

Consider adopting the **Federal Deposit Insurance Corporation (FDIC) Money Smart** program – a free training program to help adults enhance their money skills and create positive banking relationships.

Free tools

Free materials are available to help you include **Go Direct**[®] campaign messaging in your financial literacy efforts, including:

- **PowerPoint slides** – Useful for presentations, workshops and meetings to discuss the benefits of direct deposit.
- **Newsletter copy** – Information suitable for an article highlighting reasons people who get federal benefits should sign up for direct deposit.
- **Fliers and posters** – Informative take-home materials to display in your organization's facilities 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).

