

Direct Deposit Messages

Consider using these messages and proof points throughout all of your written and verbal communications about Direct Deposit.

Direct Deposit helps you manage your money and gives you peace of mind.

- Direct Deposit gives you control. Financial planners recommend Direct Deposit as a way to start gaining control of your finances. Most companies will divide your payment into two or more accounts to help with savings.
 - A 2006 survey showed that people that use Direct Deposit to save for education saved \$90 more per month than people who used other methods.
- Direct Deposit gives you discipline. You decide how to divide your pay among your accounts, and it will be done automatically each payday.
- Direct Deposit gives you peace of mind. The payment is always there no matter where you are.

Over a quarter century of success proves that Direct Deposit is safe and confidential.

- No Direct Deposit payments have been lost. "Once an ACH payment (Direct Deposit) is created, it really cannot become lost," according to NACHA.
- Direct Deposit is more confidential. From three to nine people at a financial institution handle each check compared with one or two people who handle an ACH transaction (Direct Deposit or Direct Payment). "There is considerably more security and control with an electronic transaction."
- Direct Deposit uses the same safeguards and security that companies and the government use to transmit money to each other every day.

Direct Deposit benefits all of us – consumers, companies, and the nation's payments system.

- Consumers save time, often have access to their money earlier and know their money is in the bank regardless of where they are.
- For consumers, total direct and indirect costs of depositing a check instead of using Direct Deposit is \$5.88 according to a study for NACHA by Tinucci & Associates.
- Direct Deposit can save you up to three workdays per year by not having to go to the bank to deposit checks.
- Pay is accessible earlier – no waiting for a check to clear.
- Companies save money while providing an important benefit to their employees.
- Small companies of up to 2,500 employees can save \$1,200 a month by using Direct Deposit instead of paper checks, according to the Tinucci study.
- Large companies of 30,000 employees can save \$16,200 a month with Direct Deposit, which also eliminates lost and stolen checks.
- The country saves billions of tax dollars and the nation's payments system gains efficiency.
- The 14 billion ACH transactions (4.4 billion Direct Deposit and 3 billion Direct Payment) in 2005 saved the United States over \$23 billion using the Federal Reserve's estimate that society saves about \$1.62 per ACH transaction vs. checks.
- The Federal government saves 62 cents per item when converting a payment from paper check to electronic payment. The total Treasury disbursed payments for FY 2002 was 918.8 million payments (other Federal agencies with own disbursing authority are not included in this number). In FY 2004 Treasury disbursed 706 million payments electronically.
- Thousands of financial crimes can be prevented each year using Direct Deposit and Direct Payment. Attempted check fraud at the nation's banks in 2003 was \$5.5 billion (American Bankers Association). While attempted check fraud continues to rise, actual dollar losses remained relatively stable at \$677 million.

Direct Payment Messages

Consider using these messages and proof points throughout all of your written and verbal communications about Direct Payment.

Direct Payment is reliable, accurate, on time and confidential.

- Direct Payment has been around for almost 40 years and uses the same network as Direct Deposit. More than 3 billion transactions a year are made via Direct Payment.
- Each Direct Payment is deducted from your account on the due date each month so it is easy to track.
- Direct Payments are confidential transactions. Just one or two people see them. In contrast, checks pass through three to nine hands as they are processed.

Direct Payment gives you greater control over your finances and provides the record keeping you need.

- Direct Payment helps you maintain a good credit rating because bills are paid on time, every time.
- Record keeping is easy. Each bill paid automatically from your checking account is listed on your monthly bank statement.
- Consumers who use Direct Payment are protected by the Electronic Funds Transfer Act of 1978, known as Federal Regulation E.

Direct Payment simplifies your life by taking the hassle out of paying bills.

- Direct Payment saves you money. It costs consumers close to a minimum of \$100 a year direct costs, such as postage and check stock, to pay bills by check instead of using Direct Payment.
- Direct Payment spares you the hassle of paying by check. For each bill, you have to write a check, address an envelope, find a stamp, find a mailbox and mail early enough to avoid late fees.
- Direct Payments is great for travelers — since bills are paid automatically, you do not have to worry about them when you are out of town.

Direct Payment allows you to pay your bills automatically from your bank account.

- With Direct Deposit, your pay is deposited into your bank account automatically. With Direct Payment, the bills you designate are paid from your account automatically.
- Once you sign up for Direct Payment, you will never have to write a check for that payment again.
- Direct Payment can be used for all types of payments, including mortgage, insurance, utilities, cable TV, investments, health clubs, car loans, credit cards and non-profit organizations, including houses of worship.