

Build Savings with Split Deposit

American workers are not saving enough for their future. The “**Split to Save**” campaign is an educational initiative to encourage workers to grow their savings using Split Deposit.

Partner with us today!



What is Direct Deposit via ACH?

- Direct Deposit is an electronic payment deposited directly to your employees’ checking or savings accounts

What is Split Deposit?

- Split Deposit allows your employees to direct a fixed amount or percentage of their pay into a savings or investment account each pay period
- Workers who use Split Deposit save up to \$90 more per month than those who use another method to save



82% of workers receive Direct Deposit, but only 24% of workers use Split Deposit

Why Encourage Your Employees to Use Split Deposit?

- Split Deposit provides automatic savings, convenience, control and reliability
- Split Deposit can assist with workers’ short- and long-term savings goals quickly and effortlessly
- Workers who use Split Deposit save more money for emergencies or planned expenses
- Split Deposit can build employee satisfaction
- Split Deposit can reduce workers’ trips to the bank and costly check-cashing fees
- Split Deposit is safe and free for employees

Take the next step.

- Educate your workers on the benefits of Direct Deposit and Split Deposit to grow savings
- If you do not currently offer Direct Deposit, contact your financial institution or payroll provider to set it up for your workers



73% of Direct Deposit users who use Split Deposit said they are likely to continue doing so

Partner with us.

- Join the “Split to Save” campaign, an initiative designed to educate workers on the benefits of Direct Deposit and Split Deposit, and how these tools can help increase personal savings and build wealth.
- The campaign provides educational resources for organizations to support a coordinated outreach effort now through Direct Deposit and Direct Payment via ACH Month in May.

Visit www.electronicpayments.org for more information and resources, and to join the “Split to Save” effort.