

Handout A

Marketing and Products Worksheet

Part I

Identify the transaction

Is it a debit, credit or both? Write a D for debit or a C for credit next to each application.

_____ Social Security payment	_____ Utility payments
_____ Insurance payments	_____ Cash Concentration
_____ Point of Sale	_____ Tax payments
_____ Dividends	_____ Payrolls
_____ Pensions	_____ Re-deposited Check Entry
_____ Customer-initiated transactions	_____ Interest payments
_____ Annuities	_____ Internet-Initiated/Mobile Entries
_____ Point-of-Purchase	_____ Telephone-Initiated Entries
_____ Charitable donations	_____ Expense reimbursement
_____ Government vendor payments	_____ Cash Disbursement

Part II

Reference for questions 1 and 2 is <https://direct.nacha.org/>

1. Explain the difference between Direct Deposit and Direct Payment:

2. When should financial institutions use “via ACH” on their Direct Deposit and Direct Payment promotions?

