

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Get a \$[Amount] Cash Bonus when you go paperless!

Dear [Customer Name],

Small changes can lead to big rewards. For a limited time, we are offering you a **\$[Amount] cash credit** simply for switching to paperless billing.

By making the switch, you can:

- Receive your bills instantly via email.
- Reduce clutter and help the environment.
- Access your billing history 24/7 online.
- Keep your personal information secure.

How to claim your \$[Amount] reward:

1. Log in to your account at [Website URL].
2. Go to "Account Settings" or "Billing Preferences."
3. Select "Paperless Billing" and confirm your email address.

This offer expires on [Expiration Date]. Once you sign up, your cash credit will be applied to your next billing cycle.

Thank you for being a valued customer.

Sincerely,

[Company Name]

[Customer Service Phone Number]

[Company Website]