

[Date]

[Member Name]

[Address Line 1]

[City, State, Zip Code]

Subject: Exclusive Member Benefit: Your New Overdraft Protection Service

Dear [Member Name],

As a valued member of [Financial Institution Name], we want to ensure your banking experience is as seamless and stress-free as possible. We are pleased to invite you to enroll in our **Exclusive Overdraft Protection Service**, a benefit designed specifically to provide you with peace of mind and financial flexibility.

Mistakes happen, but they shouldn't be costly. With this exclusive service, you can enjoy the following benefits:

- **Coverage When You Need It:** Prevent declined transactions at the register or ATM.
- **Reduced Fees:** Avoid high non-sufficient funds (NSF) charges from merchants.
- **Automatic Transfers:** Seamlessly link your savings account to your checking account to cover shortfalls.
- **No Monthly Maintenance Fee:** This protection is available to you as a complimentary member benefit.

How to Activate Your Benefit:

Activating your protection is simple and takes less than two minutes:

1. Log in to your account via our mobile app or website.
2. Navigate to the "Member Benefits" or "Account Settings" section.
3. Select "Overdraft Protection" and follow the prompts to opt-in.

Alternatively, you can visit any of our local branches or call our member services team at [Phone Number] to speak with a representative.

Thank you for choosing [Financial Institution Name]. We look forward to continuing to serve your financial needs.

Sincerely,

[Name/Signature]

[Title]

[Financial Institution Name]

Disclaimer: Subject to eligibility and credit approval. Terms and conditions apply. Please refer to the Membership Agreement for full details regarding transaction limits and potential transfer fees.