

[Date]

[Customer Name]

[Address Line 1]

[Address Line 2]

Subject: Special Limited-Time Offer: Secure Your Account with Overdraft Protection

Dear [Customer Name],

We are pleased to invite you to join our Overdraft Protection Service. We understand that unexpected expenses can happen, and we want to help you avoid the stress and fees associated with declined transactions.

The Promotion:

Opt in by [Date] and receive [Promotion Detail, e.g., a \$25 account credit / waiver of your first overdraft fee].

Why Opt In?

- **Peace of Mind:** Ensure your important payments, like rent or utilities, are covered even if your balance is low.
- **Reliability:** Avoid the embarrassment of a declined card at the checkout counter.
- **Emergency Support:** Access extra funds when you need them most.

How to Opt In:

1. Log in to your Online Banking portal.
2. Visit your local branch at [Branch Address].
3. Call our customer service team at [Phone Number].

By opting in, you authorize [Bank Name] to pay overdrafts on your ATM and everyday debit card transactions at our standard discretionary fee.

If you have any questions, please visit our website at [Website URL] or contact us directly.

Sincerely,

[Sender Name]

[Title]

[Bank Name]

Disclaimer: Overdraft protection is subject to eligibility. Fees may apply for each overdraft transaction. You have the right to revoke this consent at any time.