

Date: [Insert Date]

[Student Name]

[Address Line 1]

[City, State, Zip Code]

Subject: Start the School Year with a \$[Insert Amount] Bonus!

Dear [Student Name],

Welcome back to a new school year! Whether you are heading back to high school or starting your first year of college, managing your money should be easy and rewarding.

At [Bank Name], we want to help you reach your financial goals. Open a new Student Checking Account by [Insert Expiration Date] and you can earn a **\$[Insert Amount] cash bonus!**

**How to claim your bonus:**

- Open a new Student Checking Account using promo code: **[Insert Code]**.
- Enroll in Paperless Statements.
- Complete [Number] debit card transactions within the first [Number] days.

**Our Student Account features:**

- \$0 Monthly Maintenance Fees.
- No minimum balance requirements.
- Access to over [Number] fee-free ATMs.
- Mobile Banking App with Zelle® and Mobile Deposit.

To get started, visit us at [Insert Website URL] or stop by your local branch at [Insert Branch Address].

Have a great school year!

Sincerely,

The Team at [Bank Name]

[Phone Number]

[Website URL]

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Disclaimer: Bonus offer valid for new student customers only. Limit one bonus per person. To receive the \$[Amount] bonus, the account must remain open and in good standing for at least [Number] days. Bonus will be deposited into the account within [Number] business days of meeting requirements. Fees may apply. Member FDIC.