

[Date]

[Student Name]

[Student Address]

[City, State, Zip Code]

Dear [Student Name],

Welcome to college! To help you start your freshman year on the right foot, [Bank Name] is excited to offer you a special sign-up bonus for our Student Checking Account.

Your Bonus Offer: Receive a \$[Amount] cash bonus when you open a new student account by [Expiration Date].

To qualify for this bonus, simply follow these steps:

- Open a new [Account Name] online or at any branch.
- Provide proof of enrollment (such as your student ID or acceptance letter).
- Make at least [Number] debit card transactions or a qualifying direct deposit within [Number] days.

Our Student Checking Account features:

- \$0 Monthly Maintenance Fees.
- Access to over [Number] fee-free ATMs.
- Mobile banking and instant person-to-person payments.
- Overdraft protection options.

You can open your account today at [Website URL] using the promo code: **COLLEGE[Year]**.

We look forward to supporting your financial journey throughout your college years.

Sincerely,

[Sender Name]

[Title]

[Bank Name]