

[Date]

[Alumni Name]
[Address Line 1]
[City, State, Zip Code]

Dear [Alumni Name],

As a graduate of [University/Institution Name], you are part of a distinguished community. To celebrate your achievements, [Bank Name] is pleased to offer you exclusive alumni banking benefits and an opportunity to upgrade your current account.

Your New Alumni Benefits Include:

- Preferential interest rates on savings and certificates of deposit.
- Discounted rates on mortgage applications and personal loans.
- Waiver of monthly maintenance fees on [Account Type].
- Access to dedicated financial advisory services.

Upgrade Opportunity:

We invite you to upgrade to our [Premium/Alumni Gold] Account. This upgrade includes a custom-designed alumni debit card and increased cashback rewards on all purchases.

To activate these benefits or to process your upgrade, please visit any local branch or log in to your online banking portal at [Website URL]. You may also call our alumni support desk at [Phone Number].

Thank you for your continued loyalty. We look forward to supporting your financial future.

Sincerely,

[Name/Signature]
[Title]
[Bank Name]