

[Date]

[Customer Name]

[Address Line 1]

[City, State, Zip Code]

Dear [Customer Name],

Because you are a valued member of [Bank Name], we are pleased to invite you to upgrade your current account to our **Premium Rewards Checking**.

This exclusive account is designed to provide you with more value and better banking tools, including:

- **Higher Interest Rates:** Earn more on your balance compared to standard checking.
- **Cash Back Rewards:** Earn points or cash back on every debit card purchase.
- **ATM Fee Reimbursements:** Use any ATM nationwide without worrying about fees.
- **Priority Support:** Access to a dedicated customer service line for faster assistance.

Upgrading is simple and will not change your account number or your current direct deposits. We have waived the monthly service fee for your first [Number] months so you can experience the benefits firsthand.

To accept this invitation, please log in to your online banking portal at [Website URL], visit your local branch, or call us at [Phone Number].

Thank you for choosing [Bank Name]. We look forward to providing you with a higher level of service.

Sincerely,

[Sender Name]

[Title]

[Bank Name]