

[Date]

[Customer Name]

[Street Address]

[City, State, Zip Code]

Subject: Welcome to the [Card Name] Cashback Rewards Program

Dear [Customer Name],

Congratulations! You have been pre-approved for enrollment in the [Card Name] Cashback Rewards Program. Because of your excellent standing as a cardholder, you can now begin earning rewards on your everyday purchases.

Your New Benefits:

- Earn [X]% cashback on all eligible purchases.
- Earn [X]% cashback at [Specific Categories/Gas/Groceries].
- No cap on the total rewards you can earn.
- Rewards never expire as long as your account remains open.

How to Activate:

Your enrollment is automatic, but to view your rewards balance and set up your redemption preferences, please follow these steps:

1. Log in to your online account at [Website URL].
2. Navigate to the "Rewards" tab.
3. Select your preferred redemption method (Statement Credit, Direct Deposit, or Gift Cards).

Thank you for your continued loyalty. We are excited to help you start earning money back on every dollar you spend.

Sincerely,

[Sender Name]

[Title]

[Bank/Company Name]

Terms and conditions apply. Cashback is earned on net purchases only. Please refer to the enclosed Rewards Program Agreement for full details.