

[Company Name]
[Company Address]
[City, State, Zip Code]
[Date]

[Customer Name]
[Customer Address]
[City, State, Zip Code]

Subject: Reduce Your Annual Fee by Switching to Digital Billing

Dear [Customer Name],

We are writing to introduce a new way for you to save on your account costs while helping the environment. At [Company Name], we are committed to sustainability and streamlining our services.

As part of our new Digital Billing Incentive, you are eligible for a reduction in your annual fee. By opting out of paper statements and switching to digital billing, we will apply a credit of [Amount] to your account every year.

Benefits of Digital Billing:

- **Reduced Fees:** Save [Amount] on your annual membership/maintenance fee.
- **Instant Access:** View your statements as soon as they are available.
- **Security:** Reduce the risk of mail fraud and identity theft.
- **Eco-Friendly:** Help us save thousands of pounds of paper each year.

To claim your fee reduction, please log in to your account at [Website Link] and update your delivery preferences to "Paperless" or "Digital Only." Your discount will be automatically applied to your next billing cycle.

If you have any questions, please contact our support team at [Phone Number] or [Email Address].

Thank you for being a valued customer.

Sincerely,

[Sender Name]
[Title]
[Company Name]