

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

[Date]

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

Subject: Earn a \$[Bonus Amount] bonus with your [Account Type] account

Dear [Customer Name],

Thank you for being a loyal customer at [Bank Name]. We are pleased to offer you an exclusive opportunity to earn a \$[Bonus Amount] cash bonus by setting up a direct deposit to your existing [Account Type] account ending in [Last 4 Digits].

To qualify for this bonus, please complete the following steps:

- Set up a qualifying direct deposit (such as your salary, pension, or Social Security) to your account.
- Receive a total of \$[Total Deposit Amount] or more in direct deposits within [Number of Days] days of this notice.
- Keep your account open and in good standing.

Once the requirements are met, we will credit the \$[Bonus Amount] bonus to your account within [Number of Days] business days.

Switching your direct deposit is easy. You can provide your account and routing numbers to your employer or use our mobile app to automate the process.

If you have any questions, please visit your local branch or call us at [Phone Number].

Sincerely,

[Bank Representative Name]
[Title]
[Bank Name]