

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Get a \$[Amount] Bonus When You Set Up Direct Deposit

Dear [Customer Name],

Thank you for choosing [Bank Name]. We are excited to have you as a new customer!

To help you get the most out of your new account, we are offering a special **\$[Amount] bonus** when you set up recurring direct deposit.

### **Why switch to direct deposit?**

- **Faster Access:** Get your paycheck or benefits automatically deposited into your account.
- **Safety:** No more worrying about lost or stolen paper checks.
- **Convenience:** Skip the trips to the branch or ATM.

### **How to claim your \$[Amount] bonus:**

1. Log in to your employer's payroll portal or contact your HR department.
2. Provide them with your [Bank Name] routing number and account number.
3. Receive qualifying direct deposits totaling \$[Minimum Deposit Amount] or more within [Number] days of account opening.

Once the requirements are met, we will credit your bonus to your account within [Number] business days.

If you have any questions, please visit our website at [Website URL], call us at [Phone Number], or stop by your local branch.

Sincerely,

[Sender Name]

[Title]

[Bank Name]