

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

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

**Subject: Upgrade to Contactless and Earn a \$[Amount] Cash Bonus!**

Dear [Customer Name],

We are excited to invite you to upgrade your banking experience. Technology is changing, and we want to ensure you have the fastest and most secure tools available. For a limited time, we are offering a **\$[Amount] cash bonus** when you upgrade your current debit card to our new Contactless Debit Card.

**Why Upgrade to Contactless?**

- **Speed:** Simply tap your card at any terminal displaying the contactless symbol to pay in seconds.
- **Security:** Each transaction generates a one-time code, protecting your information better than traditional swiping.
- **Cleanliness:** Enjoy a touch-free checkout experience.

**How to Claim Your \$[Amount] Bonus:**

1. Request your new card by visiting [Website Link] or calling [Phone Number] by [Expiration Date].
2. Activate your new card immediately upon arrival.
3. Make [Number] qualifying purchases within the first 30 days.

Once the requirements are met, your cash bonus will be deposited directly into your account within [Number] business days.

Your current card will remain active until you activate your new one. There is no fee for this upgrade.

Thank you for choosing [Bank Name]. We look forward to providing you with a faster way to pay.

Sincerely,

[Name/Signature]

[Title]

[Bank Name]