

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

Return address:
Name
Address Line 1
Address Line 2
City, State Zip Code

Date

Name
Company
Address Line
City, State Zip Code

Re: Promotional Letter – Bank

Dear :

Name Bank wants everyone to save money. One never knows when an emergency will happen; therefore, it is always best to be prepared. Because Name cares about you, we will be sponsoring an informative forum on the benefits of saving money and how to save money. This forum is free to you. This forum will be held {date}. Also, as an added benefit, when you open a new account with us, you will received a \$25 gift certificate to be used at one of the local restaurants.

Sincerely,

N A M E