

LOGO

123 Address St.
City, XX XXXXX

Open an **<FI Name>** Money Market account and start saving today!

OFFER EXPIRES: XX/XX/XXXX



PLAN FOR THE UNEXPECTED

Open a Money Market Account Today!

LOGO

Having emergency savings is your best protection against going into debt in the event of an unforeseen expense, making it the ultimate financial security blanket.

An **<FI Name> <Product Name> Money Market** account puts you in control of your financial future by empowering you to cover unexpected expenses such as:



Ongoing Health Issues



Large Home Repairs



Major Life Changes



Job Loss

When you open up a new **<FI Name> Money Market** account and set up direct deposit, it takes the stress out of saving by allowing you to effortlessly build up your safety net. Even contributing as little as **\$100** a month can save you **\$1,200 annually**.**

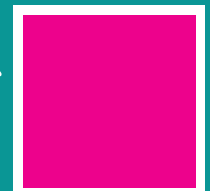
Open a **<FI Name> <Product Name> Money Market** account and set up a direct deposit of **\$50** or more by **XX/XX/XXX**. Maintain your direct deposit for two or more months and you'll receive up to a **\$200 cash back!****

Monthly Contribution	Annual Savings*	Cash Back Amount
\$100	\$1,200	\$50
\$250	\$3,000	\$100
\$500	\$6,000	\$150
\$750	\$9,000	\$200

*Not including Interest



To learn more visit
www.URL.com
or scan here



Offer Expires: XX/XX/XXXX

*Offer is valid for the selected accountholder referenced in this self-mailer. To qualify for the promotion incentive, the accountholder must open up a new **<FI Name> <product name>** savings account with a \$250 initial deposit and set up a Direct Deposit of \$100 or more between **XX/XX/XXXX** and **XX/XX/XXXX** and continue deposits into **<Month>** and **<Month>**.

Deposits of \$100-\$249 that are maintained **<Month> and **<Month>** will receive \$50 cash back. Deposits of \$250-\$499 that are maintained **<Month>** and **<Month>** will receive \$100 cash back. Deposits of \$500-\$749 that are maintained **<Month>** and **<Month>** will receive \$150 cash back. Deposits of \$750+ that are maintained will receive \$200 cash back.

Qualifying Direct Deposits are Automated Clearing House (ACH) credits, which may include payroll, pension or government payments (such as Social Security) by your employer, or an outside agency. Person to Person payments are not considered a Direct Deposit. The account must be in open and active status in order to qualify and receive the incentive.

Cash back will be deposited into the account 2-4 weeks after the campaign period ends. Additional Terms and Conditions may apply.

MEMBER FDIC