

LOGO

123 Address St.
City, XX XXXXX

**OPEN A RAINY-DAY
SAVINGS ACCOUNT &
START SAVING TODAY!**



Offer Expires: **XX/XX/XXXX**



**PLAN
FOR THE
UNEXPECTED**



Open a **<FI Name>**
Savings Account and be prepared
for your next rainy day!

LOGO



TAKE CHARGE OF YOUR FINANCIAL HEALTH

By opening a <FI Name> Savings Account, you are in control of your rainy days by being empowered to cover unforeseen expenses such as:



Car Maintenance



Veterinary Expenses



Doctor's Visit



Emergency Travel

When you open a new <FI NAME> Savings 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 **\$50 a month can save you \$600 annually.***

Open a <FI Name> <Product Name> savings 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**
\$50	\$600	\$50
\$150	\$1,800	\$100
\$250	\$3,000	\$150
\$500	\$6,000	\$200

**Not including Interest

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



Offer Expires:
XX/XX/XXXX

OPEN A <FI NAME> SAVINGS ACCOUNT AND START SAVING FOR YOUR NEXT RAINY DAY!

*Offer is valid for the selected account holder referenced in this self-mailer. To qualify for the promotion incentive, the account holder must open up a new <FI Name> <product name> savings account with a \$50 initial deposit and set up a Direct Deposit of \$50 or more between XX/XX/XXXX and XX/XX/XXXX and continue deposits into <Month> and <Month>.

**Deposits of \$50-\$149 that are maintained <Month> and <Month> will receive \$50 cash back. Deposits of \$150-\$249 that are maintained <Month> and <Month> will receive \$100 cash back. Deposits of \$250-\$499 that are maintained <Month> and <Month> will receive \$150 cash back. Deposits of \$500+ 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.