

Subject: Banking solutions that go the extra mile

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Hello [First Name],

BCU has partnered with your employer to offer you and your family exclusive access to personalized banking solutions including competitive rates, early access to direct deposit funds, and customized [financial wellness resources](#). As a Credit Union member, you can enjoy:

- No minimum balances or monthly fees on a variety of products and services
- Checking accounts packed with benefits, like **earning interest**

Let's walk through how we can help you achieve your financial goals faster. Feel free to email me directly or schedule an appointment below.

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I look forward to speaking with you soon!

**Sincerely,**  
[NAME  
PHONE  
EMAIL]

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