

Dear,

We know the amount of effort that you put into your job and we assure you that your efforts are appreciated. We also know that sometimes, in the hustle and bustle of the day, we may not show our appreciation as effectively as we might. With this in mind we have developed the [company name] Award Program.

This program is designed to reward your efforts and loyalty to our group with beautifully handcrafted awards, with the primary focus of the program being long service. These awards represent our appreciation and will serve as an ongoing reminder of your achievements.

You may choose to redeem your points now or you may choose to accumulate additional points over time in order to qualify for a reward of higher worth. For example at five years you may receive an award of 1500 points and you may choose to select an award with a value of 1500 points or less. You may also choose to not redeem your points at that time but instead wait until you receive a reward at 10 years, say 3000 points. You would now have a total of 4500 points to redeem on the award of your choice. Either way we trust that you will enjoy your award.

Feel free to contact us with any questions and good luck accumulating those points!

Sincerely,

Robert Johnson

President