

Dear [Member Name],

We hope this message finds you well. We want to take a moment to thank you for your participation in our loyalty program. However, we regret to inform you that your membership will be discontinued effective [date].

This decision was made following our recent policy review and we encourage you to explore other programs and offers we have available that may better suit your needs.

If you have any questions or would like to discuss your membership further, please do not hesitate to reach out to our customer service team at [phone number] or [email address].

Thank you again for being a valued member. We appreciate your understanding.

Sincerely,

[Your Name]

[Your Position]

[Company Name]