

Subject: Appeal for Loyalty Benefits

Date: [Insert Date]

[Your Name]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Recipient's Name]

[Company's Name]

[Company's Address]

[City, State, Zip Code]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to formally appeal for the restoration of my loyalty benefits that I believe I have qualified for based on my purchasing history and commitment to [Company's Name].

As a loyal customer since [Insert Start Date], I have consistently chosen [Company's Name] for my [products/services] needs. My loyalty account number is [Insert Account Number]. However, I recently learned that my benefits [briefly describe the situation, e.g., have been discontinued] due to [reason if applicable]. I would like to provide context and request a reconsideration of my account status.

Over the years, I have valued the quality of your products/services and have recommended [Company's Name] to friends and family. I believe my continued patronage demonstrates my commitment to your brand.

I kindly ask for your understanding and assistance in reinstating my loyalty benefits. This gesture would be deeply appreciated and would further solidify my loyalty to [Company's Name].

Thank you for taking the time to review my appeal. I look forward to your positive response.

Sincerely,

[Your Name]