

Dear Valued Customer,

We hope this message finds you well. We are writing to inform you of important changes to our loyalty program participation criteria that will take effect on [effective date].

New Participation Criteria:

- Customers must now earn a minimum of [new points requirement] points within a rolling [time period] to qualify.
- Eligibility for certain rewards will be adjusted to include [new requirements or changes].
- Additional bonuses for referrals will now be given when you refer [number] or more friends.

We are committed to providing our customers with the best possible experience and believe these changes will enhance your engagement with our program.

If you have any questions regarding these changes, please feel free to reach out to our customer service team at [contact information].

Thank you for your ongoing support and loyalty.

Sincerely,

[Your Company Name]

[Your Company Contact Information]