

Lapsed Subscription Renewal Offer Letter

This package contains:

1. Instructions & Checklist for Lapsed Subscription Renewal Offer Letter
2. Lapsed Subscription Renewal Offer Letter

Instructions & Checklist for Lapsed Subscription Renewal Offer Letter

- This package contains (1) Instructions & Checklist for a Lapsed Subscription Renewal Offer Letter; and (2) Lapsed Subscription Renewal Offer Letter;
- This form is designed to assist you in drafting a letter to make a special renewal offer to an individual who had let a subscription lapse.
- Be sure to include any “enclosures” mentioned in the letter. If there are no “enclosures” you may delete “Enclosure” from the bottom of the letter.
- Be sure to sign the letter and to make a copy before sending it out.
- Bracketed instructions may be included on this form to assist you in completing it and should be removed before printing. Generally in Microsoft Word, you can click on the bracketed instruction and start typing.
- These forms are not intended and are not a substitute for legal advice. These forms should only be a starting point for you and should not be used without consulting with an attorney first. An attorney should be consulted before negotiating any document with another party.
- The purchase and use of these forms, is subject to the Disclaimers and Terms of Use found at findlegalforms.com.

[Your Name]
[Street Address]
[City, State ZIP Code]
[phone number - optional]
[email address - optional]

November 9, 2010

[Name of Recipient]
[Title]
[Company Name]
[Street Address]
[City, State ZIP Code]

Ref: [Account Number]

Dear [Name of Recipient]:

Thank you so much for your past subscription to [Name of Service]!

We appreciated having the opportunity to serve you as a valued customer. However, I notice your subscription expired on [Expiration Date], and you have not yet renewed your service. If you experienced any problem during your subscription, please let me know so we can correct it immediately.

Otherwise, I would like to extend to you a special renewal offer. For a limited time, if you renew now, you will receive [Length of New Service] for the low price of only [Price]. That's a savings of [Savings Amount] off the regular price!

Don't let your VIP customer status slip away! Renew now for [Service Length] more [Term of Service Length, i.e. weeks, months] of quality [Type of Service]. Simply return the enclosed renewal form to restart your service.

If you have any questions or concerns regarding your subscription, please do not hesitate to contact me. In the meantime, I thank you again for being a valued customer.

Sincerely,

[Your Name]
[Title if any or delete if none]

Enclosure