# Welcome to the {programName} Loyalty Program!

**Purpose:** This message welcomes a new member to the customer loyalty or rewards program and provides key information about the benefits, how to get started, and contact support.

Dear **{name}**,

We’re thrilled to welcome you to the **{programName}**! Your loyalty means the world to us, and we’re excited to reward you for it. By joining our program, you gain access to exclusive benefits, amazing discounts, and special offers tailored just for you.

## Your Loyalty Program Details

**Membership ID:**{membershipId}  
**Enrollment Date:**{enrollmentDate}  
**Current Membership Tier:**{membershipTier}

{#hasWelcomeGift}

**Your Welcome Gift:** As a token of our appreciation, we’re sending you a *{welcomeGiftDescription}*. You should receive it within {giftDeliveryTime}.

{/hasWelcomeGift}

## Benefits You'll Enjoy

{#benefits}

* **{title}:** {description}

{/benefits}

## How to Make the Most of Your Membership

1. Log in to your account at {accountPortalUrl} to view and track your rewards.
2. Use your rewards when shopping in-store or online—just provide your Membership ID at checkout.
3. Stay tuned for exclusive email offers and new member-only promotions.

## Need Help?

If you have any questions, feel free to reach out to our Customer Care Team:

|  |  |
| --- | --- |
| **Contact Method** | **Details** |
| {#contactMethods}{method} | {details}{/contactMethods} |

Once again, welcome to the {programName} family. We look forward to sharing exciting rewards and experiences with you!

Sincerely,

**{companyName} Customer Loyalty Team**