

[Date]

[Customer Name]  
[Customer Address]  
[City, State, Zip Code]

Subject: We missed your anniversary, [Customer Name]!

Dear [Customer Name],

We noticed that your annual subscription for [Product/Service Name] recently expired on [Date]. We truly enjoyed having you as a member of our community this past year, and we are sorry we missed the chance to celebrate your anniversary with us.

We know life gets busy, and sometimes renewals slip through the cracks. However, we would love to have you back. To show you how much we value your loyalty, we have a special "welcome back" offer just for you:

**[Insert Offer, e.g., Get 20% off your next year or 2 months free]**

To reactivate your account and claim your discount, simply click the link below or log in to your dashboard:

[Reactivate My Subscription Now](#)

If you have any questions or if there is anything we can do to improve your experience, please reply to this email or contact our support team at [Phone Number/Email].

We hope to see you again soon!

Best regards,

[Your Name/Company Name]  
[Title]  
[Website URL]