

[Date]

[Pet Owner Name]

[Address]

[City, State, Zip Code]

Dear [Pet Owner Name],

Congratulations on officially adopting [**Pet Name**]! Thank you for giving a rescue animal a loving forever home.

As you settle into your new routine, we want to help you protect [Pet Name]'s health and your wallet. Rescue pets often come with unknown medical histories, and unexpected vet bills can be stressful. To ensure your new family member receives the best care possible, we are pleased to offer you a special insurance plan tailored for adopted pets.

### **Why consider insurance for [Pet Name]?**

- Coverage for accidents and sudden illnesses.
- Protection against high costs for emergency surgeries or diagnostic tests.
- Peace of mind knowing you can always say "yes" to life-saving treatment.
- Special introductory rates for recently adopted rescues.

As a welcome gift, if you enroll within the next [Number] days, we will waive the [Discount/Fee Name] for the first year.

To view your personalized quote, visit [**Website URL**] or call us at [**Phone Number**] and mention code: **RESCUEPRIDE**.

Wishing you and [Pet Name] many happy years together.

Sincerely,

[Your Name/Company Name]

[Contact Information]