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<<FIRST>> <<LAST>>
<<COMPANY>>
<<ADDRESS>>
<<CITY>> <<STATE>> <<ZIP>>

Dear <<FIRST>>

It has come to our attention that you did not take the opportunity to renew your season subscription. If you do not renew, **your season seats will be released to less qualified people.**

Obviously, you would not want this to happen. Send us a check and we promise not to tell anyone.

Sincerely,

Georgina Spelvin
Fund-raising and Marketing Department

Note: This is a sample mail merge document using data from a report generated by Wintix and sent to a file.

Along with the customer's name, address, donation, etc., you can also set filters and sort orders. This is built into all modern word processors.