Congratulations on reaching a service milestone with [company name]!

Our values and principles are Excellence in Service, Through Innovation, By People Who Care. The service award symbolizes the time you’ve given to help us as we pursue those values and principles. It is also a token of appreciation for the part you’ve played in making the company what it is today. Your talents and efforts already have helped us achieve excellence in many areas.

As you celebrate your service anniversary, please accept my thanks. I hope the award you choose is one you will be proud to use and that it will remind you of the company’s appreciation.

Sincerely,

CEO