Dear [first name]:

We want to personally congratulate you on reaching your 5th anniversary with our company.  Your loyalty and dedication to our company and our customers does not go unnoticed and is greatly appreciated.

We would like to extend our thanks and appreciation to you by having you select a gift to commemorate this milestone with [company name].

We have several options from which you can choose.  Please accept this award as a token of our sincere appreciation for a job well done.  The consistency of good people in our organization is what makes us great.  We all appreciate your efforts and your loyalty to our company.

Thank you for being a valued member of the [company name] Team.

Sincerely,

President & Chief Operating Officer