Hi [Customer name],

Thanks for using our [product/service] for the past [year] – we love having you as our customer. Your [contract/subscription/plan] will expire in [X] days, so we thought we’d check in.

If you want to continue taking advantage of [our features/platform/products] and retain all your data and preferences, you can easily renew by going to {this page}.

[We can also have a call sometime next week, so I can show you our new [products/ functionalities] and answer any questions you have. Feel free to book a time using {this link}].

Thank you,

[Your name]