

Date: 1/29/08

Dear CSLA Family,

The referral or incentive program was adopted as a way to promote C.S. Lewis Academy by providing a financial incentive to our currently enrolled families to attract potential new families. We believe that our current families are our best resource and greatest asset when promoting our school. Often if a current or past CSLA family has a good experience with our school, they will promote it to their friends and family. A structured referral program can assist in motivating our current constituency with CSLA's enrollment.

A revised referral program will begin on Monday, February 4th. This new program will better track the referral process so that you can be sure to receive a \$200 tuition incentive as a *thank you*. In addition, **the newly enrolled family will receive a \$100 tuition credit** to be used during their first due payment. These credits will be in the form of a paper coupon that you will give out and can be picked up at any office.

A Simple Procedure

1. You can pick up a discount coupon(s) in either office in the amounts of \$100 and put your name on it.
2. After you date the coupon, you can give it to your friends or family that you think would benefit from an education at CSLA.
3. When accepted, they will submit the coupon upon their first tuition payment.
4. The newly enrolled family will receive a discount on their tuition/enrollment fee and you will receive a \$200 tuition remission off of your next payment.

We already have motivated families who go above and beyond to promote our school; however we want to be sure to thank you for your excitement. A referral program creates a win-win promotion for everyone, while blessing our current families with appreciation and tuition remission for their concerted efforts in advertising our school. **So go on come in and pick up a stack of coupons!**

Please view the attached example coupon.

Sincerely,

Chris Guastaferrro
Director of Advancement