



Calvary Episcopal School and College Prep New Student Referral Incentive Program

Purpose:

To provide a financial incentive to Calvary families who influence the enrollment of new qualified students to Calvary Episcopal School and College Prep.

Rationale:

Calvary families participate in marketing through their daily interactions with others. Calvary families have the unique opportunity to share their perspectives with both personal and professional contacts. In these instances, the result is a positive influence on a perspective family to enroll his/her child with Calvary. Robust enrollment provides organizational vitality in programming, extra curricular activities and staffing.

Process:

To participate in the incentive program, Calvary families who, through their personal or professional contact, influence a parent to enroll his/her child into Calvary are eligible for incentives from the New Student Incentive Referral Program. **Students must meet all enrollment qualifications** and be formally admitted to and attend Calvary from the time of enrollment until the end of the contract year.

- The Calvary family must do one of the following:
 - Give a prospective family one of our referral cards with the family name listed as the referral;
 - notify the director that he/she has had contact and referred an interested parent and briefly describe the contact. The prospective must list the referring family on the Prospective Student Form. The director will verify the contact with the parent during the parent/student interview.
- Once the enrollment process is completed, the incentive will be as follows:
 - \$500 for the referring family per new family;
 - Incentives will be in the form of a check, to be mailed to the referring family prior to the Christmas break.