

Family Referral Incentive Program

Help us spread the word about our school! SJ23 is looking for new families to join our community and you as a SJ23 family are key to our marketing and recruitment success. Word of mouth is the number one way that prospective families discover our school. Statistics show that we rely on word of mouth in our buying decisions. Think about it. You are more likely or unlikely to buy a car, choose a doctor, work with a travel agent, go to a show, based on feedback or recommendations from someone you know.

The same thing is true of our school. Someone is more likely to consider our school based on someone's recommendation. In this case - yours. Because word or mouth is so important to our marketing and recruitment efforts, we have a Family Referral Incentive Program in place.

When you refer a new family to SJ23 and that family enrolls, they receive a \$100 tuition discount, and you receive a \$50 tuition credit for the year in which they enroll. The more families that enroll upon your referral, the more tuition credits you receive. So, talk us up! It's a win for everyone!

Reduce Your Tuition by Spreading the Word

1. Invite a "new" family to tour/visit SJ23 or give anyone who might be interested a referral card (available in the school office) or provide the contact information for an interested family to SJ23's Marketing Director for follow-up.
2. When you refer any "new" family to SJ23 and that family registers for the 2017/2018 school year, you earn a \$50 tuition discount for EACH referral.
3. New families must include your name on the Family Interest Card or turn in a SJ23 Family Referral Card with your name on the back when registering in order for you to receive your tuition credit.
4. Make sure that NEW families know that we have **financial scholarships** available through our regular Tuition Assistance Program and our new Lawrence N. Stern and Mary Jane Stern Financial Scholarships. **Deadline for application for these is May 1, 2017.**

SJ23's 3-Step Program

1. Talk up St. John XXIII.
2. Invite interested "new" families for a personal tour and make sure to give them a referral card if you can.
3. Start receiving tuition discounts when they register!

Start talking SJ23!

Obviously, this is an incentive program for you to "talk up" St. John XXIII and get interested families to visit our school. So, start talking SJ23! We have a great school of which to be proud!