

**July 28, 2010**  
**Contra Costa Christian Schools**  
Family Referral Program

***Special August Incentive***

Our long standing Family Referral Program offers a \$400 tuition reduction to a CCCS family that refers a new family that subsequently enrolls. Starting today and throughout the month of August, 2010, **we are offering a Special Incentive** in lieu of the current Family Referral Program. **The Special Incentive gives a referring family a discount on tuition for the 2010-2011 school year that is equal to the 10% discount that the new family receives for the year.** This Special August Incentive is designed to increase our enrollment to targeted levels in order to meet our financial needs and expand our school family. Following are the details of the program:

**Details of the program:**

1. The new referred family receives a 10% one-year tuition discount. This discount is only available through a referring family.
2. After a new referred family applies, is accepted, and enrolls, the CCCS referring family receives a **tuition discount that is equal to 10% of the new student's tuition.**
3. **With multiple referrals of new families and students, a CCCS family could end up paying their entire 2010-2011 tuition through this program.**

*Following is an example of how it could work:*

*Mr. Smith (CCCS parent of a currently enrolled elementary student) refers Mr. / Mrs. Jones (new parents of three prospective elementary students) to CCCS. Mr. and Mrs. Jones present the Family Referral Card (see below) at the time of application. Once accepted, they enroll three students at CCCS. The Jones family's tuition for three students is \$16,940. The 10% discount is \$1,694 (total of \$15,246). Mr. Smith receives a discount equal to the 10% discount received by the Jones family; in this case \$1,694. Mr. Smith's tuition for one student was \$6,050 but, as a result of his referral, his tuition is reduced to \$4,356. What a deal! If Mr. Smith refers more families, his tuition could be reduced even more!*

4. This program pertains only to enrollment for the 2010-2011 school year.
5. This program applies to tuition only.
6. This program is in effect from July 28<sup>th</sup>, 2010 until August 31<sup>st</sup>, 2010. CCCS reserves the right to extend or discontinue this program at any time.
7. Bookkeeper Shauna Reed will meet with the referring family to work out how to apply the discount. The discount is applied only when tuition from the new family is received.
8. This is a voluntary incentive. A referring family can elect not to receive the discount!

**Eligibility for referring families:**

- o Must be currently enrolled at CCCS for the 2010-2011 school year

**Eligibility for referred families:**

- o Must not yet be enrolled at CCCS for the 2010-2011 school year
- o Must not have attended CCCS during the 2009-2010 school year at all
- o Enrollment is always dependent upon space available



## Family Referral Card

**10% OFF TUITION 2010-2011**

**NEW FAMILY:** \_\_\_\_\_

**NEW STUDENT(s):** \_\_\_\_\_

1. Visit [www.cccss.org](http://www.cccss.org) for more information
2. Call for a tour of the school; Lisa Asher  
925.934.4964
3. Present this card to receive 10% off tuition for new and referring families.

**CCCS Host Family:**

\_\_\_\_\_  
FIRST NAME

\_\_\_\_\_  
LAST NAME



**CONTRA COSTA CHRISTIAN SCHOOLS**  
GROWING CHRISTIAN LEADERS