



Student Recruitment Incentive Policy

Word of mouth is quite often the best form of advertising. As a means to incentivize existing Sudbury Christian Academy (SCA) parents to speak to their friends, families, and colleagues about SCA as a viable option for their children, SCA has commenced a 10% student recruitment incentive.

HOW IT WORKS

When an existing SCA family is directly responsible for the recruitment and subsequent enrolment of a new student to SCA the existing SCA family will receive a 10% recruitment incentive discount applied to their tuition fee.

[Note: All first-time SCA students (**not** returning or reenrolling students) will automatically receive a 10% promotional discount for enrolment at SCA during the 2018-2019 academic year, whether they were recruited or not.]

The discount will be applied in accordance with the family's chosen payment schedule (annual, semiannual, or monthly).

CRITERIA

The 10% recruitment incentive is awarded on a per student basis. If an existing SCA family has multiple children enrolled at SCA, and they recruit one new student, the 10% recruitment incentive applies to only one existing student's tuition not to the total tuition fees associated for that multiple student family.

If an existing SCA family recruits two new students they would receive a 20% recruitment incentive discount applied to their current child's tuition. If that SCA family has multiple children attending the school the 10% recruitment incentive would be applied to the tuition of their two separate children who are attending SCA. Thus, each child would receive 10% off their total annual tuition.

If an existing SCA family recruits three new students then they would receive a 30% recruitment incentive discount applied to their current child's tuition. If that SCA family has three children attending the school the 10% recruitment incentive would be applied to the tuition of each of their three children who are attending SCA. Thus, each child would receive 10% off their total annual tuition.

If the referral student should leave the school during their first year at SCA for any reason, then the referral discount will immediately cease, and/or the tuition rate recalculated (in the case of annual and semiannual payers).

LIMITATIONS

The recruitment incentive is only applied for one academic year. Should the referred student return for subsequent academic years, there is no further recruitment incentive.

The existing SCA family must sign the “SCA Student Referral Agreement” form identifying the family they have referred. The referred family must also endorse by signature said form confirming the referral.

There is no cap to the number of recruitment incentives one existing SCA family can receive as long as each of their referrals meet the criteria of the recruitment incentive policy.

APPENDICES

Appendix A: SCA Student Referral Agreement



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We, the undersigned, do hereby agree and acknowledge that _____ directly and personally recruited _____ to attend Sudbury Christian Academy (SCA) for the duration of the 2018-2019 school year.

We have read the Student Recruitment Incentive Policy (pages 1-2 of this document) and understand that the referring student is eligible to receive a ten percent (10%) discount on tuition per recruited student for the duration of the 2018-2019 school year.

We are aware of the criteria and limitations of the Student Recruitment Incentive Policy, and agree to abide by them. We understand that the referral discount may be revoked if adherence to any part of this policy is not maintained in good faith.

Referring Student/Family Signature

Recruited Student/Family Signature