



Shaping Hearts & Minds

13010 MITCHELL POINT RD. ~ NEWPORT NEWS, VA 23602 ~ 757.249.2654 ~ WWW.DBCS.ORG

Dear Parents of DBCS,

The School Management Team (SMT) and administration of DBCS were excited to see that so many new students joined us this year and were equally excited to see how many of these new students came to us because our current families recommended them to DBCS. Although I am sure there were many reasons why our new families chose us, most pointed to the New Student Tuition Credit as being a tremendous blessing. Many of our current families will receive the Finders Tuition Credit next year when the student they recommended completes this year (one family recommended three students and will receive \$3,000 in tuition credit next year!).

Because the New Student Tuition Credit and the Finders Tuition Credit programs were so well received and because they seemed to fulfill their intended purpose, the SMT has decided to extend the programs to the 2016-2017 academic year.

New Student Tuition Credit

DBCS would like to encourage new students to benefit from the ministry of DBCS by offering a \$1,000 tuition credit for the upcoming academic year.

The discount will be applied according to the payment method chosen. If the parent or guardian chooses a lump sum payment plan, they will receive the \$1,000 discount immediately. If they have chosen the 10 month plan, they will receive a \$100 discount each month. If the 12 month payment option is selected, they will receive an \$83 discount each month. Mid-year registrations and Early Learning Center three day & half day options will be prorated.

Finders Tuition Credit

Consistently, word of mouth has proven to be the best marketing tool for our school. If a current family feels blessed to be a part of our school and if they encourage a new student to join our program, we would like to say thank you. If a new family comes to us based on the recommendation of a current school family and if the new student completes the full academic year, the current family will receive a \$1,000 tuition credit for the following school year.

The discount will be applied according to the payment method chosen the following year. If the parent or guardian chooses a lump sum payment plan, they will receive the \$1,000 discount immediately. If they have chosen the 10 month plan, they will receive a \$100 discount each month. If the 12 month payment option is selected, they will receive an \$83 discount each month. Multiple discounts can be earned. For example, if a current family recommends three new students and if all three complete the current academic school year, the current family would receive a three thousand dollar discount off tuition for the following year. Mid-year registrations and Early Learning Center three day & half day options will be prorated.

Thank you for choosing DBCS and we pray that we will be a blessing to your family for many years to come. If you have any questions about these two marketing initiatives, please do not hesitate to call me.

Thank you,

Robert Law
Administrator