

# St. Mary Cathedral School

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## **NEW FAMILY REFERRAL (AMBASSADOR) PROGRAM**

Attracting new students and families to St. Mary Cathedral School is integral to not only the success of our school, but to the development of our Catholic faith in our community. As a part of our ongoing marketing efforts, it is important for us to attract new students at all grade levels. To assist with these efforts, the School Advisory Council, along with parish leadership, has received approval to move forward with a New Family Referral (Ambassador) Program. This tuition reduction program is provided for St. Mary Cathedral School families who play a primary role in the admission of NEW families to St. Mary Cathedral School.

As a current school family you have experienced firsthand the quality education St. Mary Cathedral School has to offer and the benefits of our supportive, close-knit community. Now it's time to share our enthusiasm and faith with others. Word of mouth is by far the most powerful way to promote our school.

When you refer a new family who enrolls in Kindergarten-12<sup>th</sup> grade at St. Mary Cathedral School, you will be eligible to receive "Snowbird Dollars" to be applied toward your tuition. Snowbird Dollars are worth 10% of your K-12 tuition for the next school year.

The Policy Guidelines and Referral Form both can be found below. Additional questions can be directed to School Advancement Coordinator Kimberly Smith at [ksmith@gaylordstmary.org](mailto:ksmith@gaylordstmary.org) or (989) 732-5801.

St. Mary Cathedral School encourages you to talk to your friends, family members, co-workers and neighbors to let them know why you have chosen our school. The New Family Referral Program rewards existing families, encourages new family involvement in an excellent school system, and increases enrollment. As the school grows, we grow together, and strengthen our school.

# ST. MARY CATHEDRAL SCHOOL NEW FAMILY REFERRAL (AMBASSADOR) PROGRAM

## POLICY GUIDELINES

### WHAT ARE SNOWBIRD DOLLARS?

- Snowbird Dollars are worth 10% of your K-12 tuition for the next school year.
- Snowbird Dollars can be applied to K-12<sup>th</sup> grade tuition only.

### WHO CAN REFER/RECEIVE SNOWBIRD DOLLARS?

- All current K-12 families have the opportunity to earn Snowbird Dollars.
- It is a “first come, first serve” basis for submissions of the same family – only the first family to submit the form will be eligible to receive Snowbird Dollars.
- A signed New Family (Ambassador) Referral Program Form must be received by St. Mary Cathedral School by July 1<sup>st</sup> to be considered for the school year starting in September. Please submit one New Family (Ambassador) Referral Form per family referral.

### WHO CAN BE REFERRED?

- The offer applies only to new family applicants in grades K-12<sup>th</sup> grade. Siblings of current St. Mary Cathedral School students do not qualify for Snowbird Dollars. Preschool and Young 5 students do not qualify.

### IS THERE A LIMIT?

- There is no limit to the number of students that a St. Mary Cathedral School family may refer, but the total Snowbird Dollars earned will be limited to the full K-12 tuition of one student of the referring family for one academic year. Rollovers to a subsequent academic year are not allowed.

### HOW/WHEN WILL SNOWBIRD DOLLARS BE APPLIED?

- Snowbird Dollars will be “earned” by the referring family after the referred family completes one semester at St. Mary Cathedral School. Once the semester is completed, Snowbird Dollars will be applied to the referring family’s FACTS account.
- If the referring family does not have a student enrolled at St. Mary Cathedral School or the student is graduating, the referring family can request the Snowbird Dollars be applied to the referred family’s second semester enrollment.

### ADMISSIONS CRITERIA

- All new students must meet standard enrollment criteria. The final decision for student acceptance rests with the School Principal.

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**REFERRAL FORM**

Many of our families initially hear about St. Mary Cathedral School through a personal referral from an existing school family. We want to reward you for promoting our school! Each year, through our New Family Referral (Ambassador) Program, your family can earn Snowbird Dollars. Who better to talk to new families than those who have seen the first-hand difference St. Mary Cathedral School can make?

Please review the *New Family Referral (Ambassador) Program Policy Guidelines* and submit this form (one per referred family), and any questions, to: Kimberly Smith, School Advancement Coordinator, St. Mary Cathedral School, [ksmith@stmarycathedral.org](mailto:ksmith@stmarycathedral.org) (989) 732-5801.

**REFERRING FAMILY:**

Your Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Child(ren) Currently Enrolled at St. Mary School (Name/Grade): \_\_\_\_\_

\_\_\_\_\_

**FAMILY YOU ARE REFERRING:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name & Ages of Children: \_\_\_\_\_

**How do you know this family? (please check all that apply)**

Church     Neighborhood     Family/Relative     Work Colleague     Friend

Other \_\_\_\_\_

**I personally know the family I am referring and feel that they would be interested in learning about St. Mary Cathedral School. I agree to assist the School Principal in introducing this family to our school.**

I AGREE     I DO NOT AGREE

**By submitting the form, I indicate that I have read and reviewed the St. Mary Cathedral School New Family Referral Program Policy Guidelines.**

I AGREE     I DO NOT AGREE