

Email Templates for Surcharges with Jackrabbit Dance

Ideas and Inspiration to Help
Communicate Price Changes



Say “Hello” to Surcharges!

Congratulations on your choice to use Surcharges with Jackrabbit Dance! Say goodbye to high credit card processing costs by saying hello to Surcharges. Before you do, you need to notify customers at your dance studio that you're going to begin adding surcharges to credit card payments. Here are some ways to accurately and efficiently communicate this change with your customers and make transitioning to surcharging a breeze!



**Best
practices
for
informing
your
customers
that your
prices will
be
increasing.**

Give customers advanced notice

Nobody likes a surprise when it comes to finances. Plan ahead and let your customers know ahead of time that they will begin to see surcharges on credit card payments made to your business using Visa, MasterCard, and Discover.

Explain the increase

Detail the price of the surcharges being added to your customer's bills in your messaging. This way your customers can know exactly how much of a difference to expect and plan accordingly.

Be transparent

Let your customers know that the increase is being implemented to help support features that will make their experience at your dance studio better than ever. Give examples like Jackrabbit Dance's convenient online payments through the portal and auto-drafted tuition.

Navigating the Message: Sample Text for Communicating a Slight Price Increase to Customers!

Use the examples below as a starting point for your own custom email, or even copy and paste the provided text and fill in the blanks with the appropriate information.



New Message



To



Subject

Hello, (Customer Name)

We're reaching out to inform you of a slight change in our pricing set to begin (Day/Month/Year). Starting on this date, a surcharge will be added to every credit card payment at (Business Name) when using Visa, MasterCard, and Discover.

This fee will equate to (Your surcharge percentage) of the payment being made and added to the total cost.

These surcharges are being implemented to help cover the cost of digital payments through the parent portal and auto-drafted tuition to make your experience here better than ever.

If you have any questions please feel free to reach out.

Have a great day!



New Message



To

Subject

Hi, (Customer Name)

We're writing to give you advanced notice of an upcoming change in our pricing. Though our tuition costs remain the same, as of (Day/Month/Year), all credit card payments processed at (Business Name) when using credit cards from Visa, MasterCard, and Discover, will include a (Your surcharge percentage) surcharge based on the transaction amount.

For example, if your bill was \$100, the surcharge added would be (Dollar amount calculated using your determined percentage) resulting in a total of \$(Total bill amount).

These surcharges are being added to help support convenient features at (Business Name) like online payments through the portal, auto-drafted tuition, and our transition to online registration. All in the name of creating the best experience for you and your child that we can offer.

If you have any questions on these changes please feel free to contact us.

Have a great weekend!



SEND