

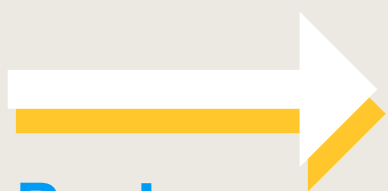
# Email Templates for PayPath with Jackrabbit Dance

Ideas and Inspiration to Help  
Communicate Price Changes



## Welcome to PayPath

Congratulations on your choice to use PayPath with Jackrabbit Dance! Now you can get all of the amazing features that Jackrabbit provides, without the monthly price tag. Before you do, you'll need to notify customers at your dance studio that you're going to be adding a small technology fee to each transaction. Here are some ways to accurately and efficiently communicate this change with your customers and make transitioning to PayPath 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 your ePayment costs are increasing.

### Explain the increase

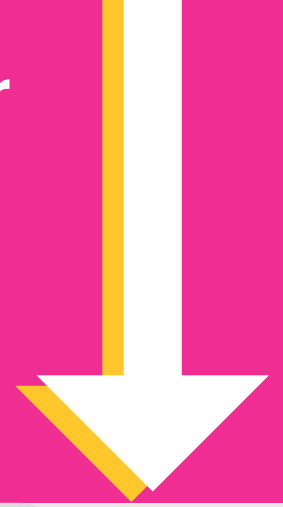
Detail the price of the new technology fee being added to your customer's bills in your messaging. This way your customers can know exactly how much of a difference to expect and plan accordingly.

### 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 Class' 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 "Technology Fee" will be added to every credit card, debit card, and ACH payment processed at (Business Name). This fee will equate to 1.25% of the payment being made and added to the total cost.

This Technology Fee is being implemented to help cover the cost of digital features like our new parent portal, 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, debit card, and ACH transactions processed at (Business Name) will include an additional 1.25% technology fee based on the transaction amount.

For example, if your bill was \$475, your transaction fee would be \$5.93 resulting in a total of \$480.93.

These technology fees are being added to help support new features at (Business Name) like self check-in or our transition to online registration. All in the name of creating the best experience for you and your child we can offer.

If you have any questions on these changes please feel free to contact us. Have a great weekend!

    ▾ SEND