



DEBT MANAGEMENT TOOLKIT

EMAIL AND TEXT LOW BALANCE REMINDER INSTRUCTIONS

- 1. Copy and paste the content into your email sending system or communication system.**
- 2. Send as a standalone or group email. Bcc people when emailing groups to maintain privacy.**
3. Use the same template for any follow up reminders.

EMAIL:

Subject Line: Low Balance Reminder

Preheader (optional): Your school meal balance is low – act now.

Low School Meal Balance Notification

Dear Parent or Guardian,

As of **[INSERT DATE]**, your student's account is below \$_____. Please act before your account hits zero.

Here's what you can do to prevent your account from going negative:

1. Log in at **[INSERT LINK]** to add more funds to your account.

OR

2. Provide your student with a cold lunch to take to school.

Please note that we will never deny any student a meal, but parents and guardians will be responsible for account overdrafts. If you have any questions regarding your account or need assistance with school meal options, please contact **[INSERT CONTACT INFORMATION]**.

Visit [Michigan School Meals](#) to learn more about school meal options, or text **EAT to MIGHTY (644489)** to subscribe to email and SMS updates.

To apply for other food assistance and other benefit programs, please visit [MI Bridges](#).

TEXT:

Your student's school meal account is below **[INSERT \$ THRESHOLD]**.
Go to **[INSERT LINK]** to add funds to your account or make alternate plans
for your student.