

Auto Top-Up Campaign

Communication for Parents/Guardians



Auto Top-Up Campaign – Communications to Parents

Below is suggested wording that you can use to promote ParentPay Auto Top-Up to your parents and carers.

You are welcome to send the communication exactly as it is, or use it as a guide and tailor the messaging to suit your school's tone of voice and communication style.

Suggested Communication Copy:

Subject: Last-minute lunch money panic? Solved

Dear Parent/Carer,

Keeping your child's account topped up has never been easier.

With ParentPay's Auto Top-Up feature, you can set up automatic payments on a weekly or monthly schedule (or when their meal balance gets low) that works for your household budget. Once set up, your chosen amount will be added automatically, helping to ensure your child always has funds available for school meals.

That means no last-minute top-ups, no unexpected low-balance surprises, and confidence that your child can access school meals daily.

Why use Auto Top-Up?

Peace of mind for you: Auto Top-Up helps reduce the risk of low balances and last-minute payments, giving you one less thing to think about during busy weeks.

Confidence for your child: By keeping meal funds available, Auto Top-Up helps ensure your child can access meals without interruption throughout the school term.

Set up Auto Top-Up in 3 simple steps

1. Choose when to top up

Select a weekly or monthly schedule or choose to top up when your balance falls below a set amount.

2. Choose your top-up amount

Decide how much you'd like ParentPay to add to your child's account each time.

3. Relax – we'll do the rest

Your account will be topped up automatically, helping to ensure funds are available for meals when they're needed.

To get started, log in to ParentPay and set up an Auto Top-Up schedule today.

Kind regards,

[School Name]