*Sample automated phone call script. Resource for: principal/admin use. Target audience: parents/guardians.*

Good evening, parents and family members of [insert school/district]. To ensure that our students are well prepared for academic success, [insert school name] is pleased to announce the launch of our new [insert name of breakfast model]. Breakfast will now be moved out of the cafeteria and into [insert location] at [insert time]. Additionally, breakfast will now be offered FREE to all students every day. [Delete previous sentence if breakfast is not being offered for free.] We encourage you to participate in this program to ensure the overall health and academic success of your child.