



Recruit others to sign the open letter

Email and newsletter templates

Below you'll find template email and listserv copy to contact partners about the campaign to deliver Free School Meals for All.

You can make it more impactful by personalising it, such as sharing why your organisation supports the call and why you think partner organisations would support it (for example, referencing their mission or the specific work they do).

NB: These templates are intended for outreach with other organisations that may want to sign up. If you would like to send an email to your supporters or share the campaign on social media, please see our [mailing list email template](#) and our [social share toolkit](#).

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Email template

Dear [Organisation Contact],

I hope this email finds you well.

[Our organisation] has joined the National Education Union to call on the Prime Minister to extend Free School Meals to every child in primary school in England.

To date, more than 350+ civil society organisations, leaders and public figures have added their name to [our joint open letter](#), from charities to unions, from faith leaders to medical bodies, from MPs to mayors.

I know your organisation is committed to [children's wellbeing / education / eliminating poverty / personalise to the organisation here].

That's why I'm writing today to ask if you would join me in adding [recipient's organisation/school name/council] to the call for Free School Meals for All so we can deliver the loudest message possible to the Government on 27 June.

You can read and sign the open letter here:

<https://bit.ly/CoalitionOpenLetter>

Here's a little more about the open letter's demand.

Why Free School Meals for All?

In England, Free School Meals are universal up to the age of seven. From Year 3 on, this stops and millions of children don't get enough to eat during their school day. When children are hungry, they can't learn. It's hard for them to concentrate and their attainment suffers.

Providing a Free School Meal for every child is the only way to ensure that no child goes short of food at school. It increases healthy eating for every pupil, and lets children eat and socialise together, free from stigma or shame.

Wales was the first nation in the UK to deliver Free School Meals for All. Scotland has rolled this out for pupils up to age 10. London has extended this for every child in primary school for good. Let's get this done for children in the rest of England too.

Why now?

At the start of this school year, 4.5 million children in the UK were living in poverty.

Just as rising food prices hit family budgets, schools are struggling to keep the cost of school meals down too. Headteachers either need to pass on the costs

to families or make cuts to keep costs down. The Government shouldn't leave our school communities to face this dilemma alone.

Free School Meals for All would ensure that, no matter what's happening, every child has a hot dinner, every day. It would ease the pressure on every family and make our schools places where children can eat, learn and grow together.

[You can expand on why you've signed the open letter here - does it align with the work you do? The values of your organisation? Write it down here.]

What next?

In June, the Government announced that it would extend Free School Meals to over 500,000 more children on Universal Credit starting in September 2026.

This is a huge step forward, and it wouldn't have happened without pressure from people, organisations and experts from all over the country. But we know this isn't the finish line.

The new threshold still leaves out far too many children. That's why we're continuing to campaign for Free School Meals for every single child, no exceptions — and why we'd love to have you standing with us.

Now is a crucial time to build further support and raise our voices together. It would be fantastic to have your organisation be part of this broad, diverse and powerful coalition.

Join by signing our open letter here: bit.ly/CoalitionOpenLetter

Any support with pushing out the open letter to organisations within your network would also be greatly appreciated.

If you'd like to discuss any of the above, we'd be happy to chat through our involvement in the coalition so far in a call or meeting. Alternatively you can email campaigns@nochildleftbehind.org.uk and someone from the campaign team can provide further details.

Best wishes,

Listserv or online forum post template

The National Education Union (NEU) is spearheading the No Child Left Behind campaign, which is calling on the Prime Minister to extend Free School Meals to every child in primary school in England.

At the start of the school year, 4.5 million children lived in households that went short on food. Providing a Free School Meal for every child is the only way to ensure that no child goes short of food at school. It increases healthy eating for every pupil and lets children eat and socialise together, free from stigma or shame.

Wales was the first nation in the UK to deliver Free School Meals for All. Scotland has rolled this out for pupils up to age 10. London has extended this for every child in primary school for good. Let's get this done for children in the rest of England too.

[The campaign has put together a public open letter](#). To date, over 300 organisations and decision-makers, from MPs to council leaders to mayors, have signed the call for Free School Meals for All, including my organisation, [ORGANISATION NAME].

It would be great to have as many groups as possible across civil society add their name in support before the campaign hands the letter in to the Prime Minister at Labour Party Conference in the autumn.

Together we can send a loud message to the Prime Minister that this is a policy whose time has come, that no matter what's happening in the country or the economy, the Government must leave no child behind.

Here's the link to add your organisation or group's name:

<https://freeschoolmealsforall.org.uk/partner-sign-up>

When you sign, you'll join a dedicated, diverse coalition pushing for a better future for children. You'll be included in regular updates, invited to briefings, and learn about the different ways you can be involved in the campaign.

Any support with sharing this open letter with other organisations and civil society groups your networks would also be greatly appreciated.

If you have any questions, contact [your organisation] at [your email address or other preferred contact method], or the campaign at campaigns@nochildleftbehind.org.uk