

ADDENDUM

MESSAGING MATERIALS: MAKING THE BUSINESS CASE FOR PAID LEAVE

As you begin your outreach, you may want to utilize specific talking points, data, and research that can help you communicate how paid leave is good for business. Here are some resources that can help:

- This fact sheet from A Better Balance has many stats and talking points that will be useful with employers: A Better Balance, **The Business Case for Paid Family and Medical Leave.**

- One-pager specifically on the benefits of paid leave for small businesses: **Fact sheet from Small Business for Paid Family and Medical Leave.**

- In states with paid leave programs, including **California**, **New Jersey**, **New York**, and **Rhode Island**, small employers overwhelmingly say that a statewide paid leave program is good for business. Small business owners report positive or neutral effects on productivity, morale, loyalty, and the ease of dealing with employees' leaves. In fact, the majority of small businesses consistently support paid leave after the policy's enactment and implementation.

- Nearly 70% of small businesses also consistently support national paid leave, and that was also true **before the pandemic**, **during the height of the pandemic**, and **after the first full year of the pandemic.**

- Research on New Jersey and New York paid leave among small employers:

https://fsi.stanford.edu/news/new-study-shows-support-paid-family-leave-grew-during-pandemic

- This **report** from American Sustainable Business Network and PANORAMA has helpful return on investment and other data for larger companies on parental leave. This **op-ed is a great explanation of cost savings for small businesses.**

- Paid leave helps significantly reduce employee attrition rates. When Google increased its maternity leave, it **reduced attrition among new mothers by 50%.**

- There are also points you could make about workers' interest in moving to states with paid leave programs from surveys done by Businesses for Social Responsibility. You can read the **press release**, **full report**, and **fact sheet**. The key data point is that by a 10:1 margin, people want to live in a paid leave state.

- Paid family and medical leave is a smart business investment. According to the **National Partnership for Women & Families**, it can boost retention, reduce costs, and deliver a strong return, all while supporting workers and strengthening the economy.

- If you receive questions from employers about how to create their own best-in-class paid leave policy as an employer, visit **PL+US** for a full suite of resources and materials. Scroll down to the For Employers section.