

POWER

PAID LEAVE

FORWARD



An Advocacy Toolkit for Expanding Access for Paid Parental Leave

PRESENTED BY  **Parento**

Support the Tax Credits for Paid Family and Medical Leave

What's the Tax Credit?

The **Paid Family and Medical Leave Tax Credit Extension and Enhancement Act** ([S.400](#) for the Senate and [H.R.996](#) for the House) is a bipartisan bill introduced in the U.S. Senate on January 30, 2024, by Senators Deb Fischer (R-NE) and Angus King (I-ME), with an equivalent bill introduced in the House. Its goal is to provide tax credits for paid parental and family leave insurance, critical to expanding access to paid parental leave.

The Tax Credit for Paid Family and Medical Leave incentivizes small and mid-size businesses to offer paid parental or family leave through federal tax credit of up to 25% of wages paid during qualifying leave.

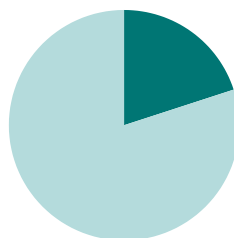
Paid Parental Leave Today

Paid parental leave is one of the most highly desired and impactful policies available to today's workforce, yet available options are very limited. Without a federal paid leave program, employers are responsible for providing paid leave, which is difficult for small and medium-sized employers to fund. State-run programs provide some coverage, but only in a handful of states.



27%

Only 27% of employees in the private sector have access to paid parental leave (SHRM, 2023)



10

Only 9 states and the District of Columbia have an existing Paid Family Leave (PFL) program


This results in many cannot afford to take time off or return to work after the birth or adoption of a child. The 45S Tax Credit and S.400/H.R.996 expansion is a critical bridge supporting employers in closing these gaps.

Get Started Advocating for the Tax Credits

Businesses and Americans will benefit immensely from the extension of this tax credit by making paid parental and family leave more affordable and accessible. But these policies won't move forward without the voices of people like you who know firsthand how critical paid family leave is.

Here's how to get started advocating and help show lawmakers that paid parental leave is a fundamental need for working families and businesses across the country.

01 CONTACT YOUR FEDERAL REPRESENTATIVES & SENATORS

First, identify your House Representatives and Senators. Use the list on next few pages of the toolkit, or enter your address. 

 <https://www.congress.gov/members/find-your-member>



Helpful Tips for Contacting House Representatives and Senators



- ✓ Start with contacting those included on the next few pages. They're top priority and sit on the *Finance* or *House Ways & Means* Committees.
- ✓ Use the **contact form** if available before sending an email.
- ✓ If there isn't a contact form, feel free to use the **email templates** included in this toolkit.
- ✓ Share this toolkit with others who can also advocate! The tax credits stand a good chance of passing as part of the upcoming tax bill, but it needs your help.

Who to Contact

Name & State	Link
Mike Crapo - ID	https://www.crapo.senate.gov/contact
Ron Wyden - OR	https://www.wyden.senate.gov/contact
Chuck Grassley - IA	https://www.grassley.senate.gov/contact
John Cornyn - TX	https://www.cornyn.senate.gov/contact
John Thune - SD	https://www.thune.senate.gov/public/index.cfm/contact
Tim Scott - SC	https://www.scott.senate.gov/contact/email-me/
Bill Cassidy - LA	https://www.cassidy.senate.gov/contact/
James Lankford - OK	https://www.lankford.senate.gov/contact
Steve Daines - MT	https://www.daines.senate.gov/contact/
Todd Young - IN	https://www.young.senate.gov/contact/email-todd/
John Barrasso - WY	https://www.barrasso.senate.gov/contact/contact-form/
Ron Johnson - WI	https://www.ronjohnson.senate.gov/email-the-senator
Thom Tillis - NC	https://www.tillis.senate.gov/contact
Marsha Blackburn - TN	https://www.blackburn.senate.gov/contact
Roger Marshall - KS	https://www.marshall.senate.gov/contact/

House Ways & Means Committee Members

Name & State	Name & State
David Schweikert (AZ-01)	Nicole Malliotakis (NY-11)
Michelle Steel (CA-45)	Brad Wenstrup (OH-02)
Vice Chairman: Vern Buchanan (FL-16)	Mike Carey (OH-15)
Greg Steube (FL-17)	Kevin Hern (OK-01)
Drew Ferguson (GA-03)	Brian Fitzpatrick (PA-01)
Randy Feenstra (IA-04)	Lloyd Smucker (PA-11)
Darin LaHood (IL-18)	Mike Kelly (PA-16)
Ron Estes (KS-04)	David Kustoff (TN-08)
Michelle Fischbach (MN-07)	Beth Van Duyne (TX-24)
Chairman: Jason Smith (MO-08)	Jodey Arrington (TX-19)
Greg Murphy (NC-03)	Blake Moore (UT-01)
Adrian Smith (NE-03)	Carol Miller (WV-03)
Claudia Tenney (NY-24)	



Find contact info for your House Representatives or Senators here:

<https://www.congress.gov/members/find-your-member>

Email Templates

Email Template if You're an Employer

TO Representative Name / Chief of Staff

SUBJECT Support the Tax Credit for Paid Family Leave

Dear [Representative Name],

As a [small business owner / HR leader / advocate], I urge you to support the extension and expansion of the Tax Credit for Paid Family and Medical Leave (PFML Tax Credit Extension and Enhancement Act).

This credit helps businesses like mine offer much-needed paid parental and family leave to employees during life's most important moments without breaking the bank. The cost of providing leave is the top reason many companies cannot offer these benefits, and this credit provides a practical solution.

This is the nation's only federal policy supporting paid family and medical leave, making it a key pro-family provision in the tax code. Paid leave insurance makes offering paid parental and family leave accessible to small businesses; the tax credit makes it more affordable.

Please continue supporting this important legislation. It is a smart, targeted investment in America's working families and the small businesses that support them.

Sincerely,
[Your Name]
[Your Business Name]
[City, State]

EXPLORE PARENTO

Affordable paid leave.

Why Parento?

Contact Us

Email Template if You're a Working Parent

TO Representative Name / Chief of Staff

SUBJECT Support the Tax Credit for Paid Family Leave

Dear [Representative Name],

I am writing as a working parent to ask for your support in extending and expanding the Tax Credit for Paid Family and Medical Leave (PFML Tax Credit Extension and Enhancement Act).

Paid leave is essential for families and affects working parents like me. It is not only about bonding with a new child but also about ensuring a healthy and financially stable start to parenthood. Unfortunately, access to paid leave remains limited, especially for employees at small and mid-sized businesses.

This tax credit is one of the few tools that helps close that gap, allowing more families like mine to receive the support we need. It also is the only national paid leave policy in place, making it a critical pro-family measure. Greater access to paid leave means more moms able to return to the workforce, who will continue to pay income tax, making this a smart investment. This is a solution that works for both working families and small businesses.

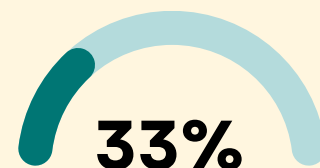
Please continue to support policies that reflect the real needs of today's working families. The future of our families and workforce depends on it.

Sincerely,
[Your Name]
[City, State]



AS A REMINDER...

There are significant gaps in current paid parental leave options (especially for non-birthing parents). Without access to state benefit programs, most working families only have PTO or vacation time to use when having a kid.



of employees describe
their work culture as
“family-friendly”
([Care.com](https://www.care.com))

Email if You're a Broker or HR Consultant

TO Representative Name / Chief of Staff

SUBJECT Support the Tax Credit for Paid Family Leave

Dear [Representative Name],

As a [broker / HR consultant] working with businesses of all sizes, I have seen firsthand the challenges employers face in offering paid family and medical leave. I urge you to support the extension and expansion of the Paid Family and Medical Leave Tax Credit (PFML Tax Credit Extension and Enhancement Act).

For many businesses, especially small and mid-sized ones, the cost of offering paid leave remains the biggest barrier. This tax credit provides a practical and affordable way for employers to offer these essential policies during life's most important moments.

As someone who helps businesses offer benefits everyday, I know the importance of insurance to making that possible. Extending tax credits to paid leave insurance makes offering paid parental and family leave accessible to average businesses.

I encourage you to support S.400/H.R.996 and help ensure that paid leave remains within reach for families and businesses alike.

Sincerely,
[Your Name]
[Your Business Name]
[City, State]



AS A REMINDER...

This tax bill will offer employers a tax credit of up to 25% of the cost of paid parental and family leave insurance. This makes it an affordable option for clients like yours, and incentivize more companies to offer paid parental leave through you.

02 SHARE ON SOCIAL MEDIA (INCLUDE THIS TOOLKIT!)





Sample Posts

Paid family leave shouldn't be a luxury.

The Paid Family and Medical Leave Tax Credit Extension and Enhancement Act makes it easier for businesses to offer paid leave.

Let's get this passed!





#ExtendPaidLeave #S400





Small businesses want to offer paid leave. They just need support to make it happen.

The PFML Tax Credit gives companies up to 25% back on paid leave wages. Without it, affordable leave disappears.

We're calling on Congress to extend and expand this tax credit. Because families and small businesses deserve better.

03 OTHER IDEAS TO USE YOUR VOICE

- 
Create Petitions or Pledge Support: If no petitions exist in your area, consider creating one to gather signatures in support of S.400/H.R.996. Share it within your network, workplace, or professional associations to raise awareness and build momentum.
- 
Engage Your Employer: Encourage your company to advocate for S.400/H.R.996 by writing to their representative and senators, or sharing stories about how paid leave has impacted your workplace. Your perspective matters!
- 
Host or Attend Advocacy Events: Participate in webinars, town halls, or advocacy days to advocate for paid leave policies and tax credits. Bringing more voices into the conversation helps amplify the message.
- 
Share Your Story: Personal experiences resonate. Whether it's through social media, local news, or community groups, sharing how paid leave (or the lack of it) has impacted you or your family can make a big difference.

Join us in Advocating

Talking Points for Conversations or Emails:

- S.400/H.R.996 makes paid leave financially possible for businesses that would otherwise struggle to offer it.
- Without S.400/H.R.996, way fewer businesses will offer paid parental or family leave policies.
- Passing S.400/H.R.996 is a smart investment in working families, economic stability, and small business growth.
- This isn't a handout—it's a strategic, targeted incentive that helps keep parents and caregivers healthy, working, and supported during life's critical moments.



Why Parento is Advocating for S.400/H.R.996?

As a mission-driven company, Parento was founded specifically to make offering paid parental leave more affordable and accessible through paid parental leave insurance. Insurance is the best mechanism to make child bonding leave more widely available.

Budget concerns are the #1 reason SMBs don't implement paid parental leave, and a 25% tax credit would be game changing for company's ability to afford paid parental and family leave. These tax credits would meaningfully reduce the cost of offering paid leave for all businesses, not just large corporations.

By advocating for paid leave policies like the Paid Family and Medical Leave Tax Credit Extension and Enhancement Act (S.400/H.R.996), you're helping create a healthier, more equitable future for all families. This isn't just about policy. It's about progress.