Sample Letter to Elected Officials

Dear (NAME OF ELECTED OFFICIAL),

I’m writing to let you know that May 18-24, 2025 is National PEO Week. You may not know what a PEO is and what we do, but you really should if you want to support the vitality of the small business sector in your (CITY/DISTRICT/STATE).

Professional employer organizations, or PEOs, provide payroll, benefits, workers’ comp, regulatory compliance assistance, and other HR services to hundreds of thousands of small and mid-size businesses across the U.S. employing more than 4.5 million people. In addition, PEOs provide HR technology systems and access to 401(k) plans, health, dental, and life insurance, dependent care, and other benefits. In doing so, PEOs help businesses take care of employees by enabling them to offer Fortune 500-level benefits at an affordable cost and providing access to experienced HR professionals. PEOs also help business owners and executives save time by taking administrative and HR-related tasks off their plates, allowing them to focus on the success of their businesses.

(NAME OF PEO) prides itself on being an ally and supporter of the small businesses in our community. The important services we provide help them have faster growth, higher profitability and happier employees.

We’ve played a critical role in helping businesses that are the backbone of our economy grow and thrive, during good times and bad. Studies by noted economists Laurie Bassi and Dan McMurrer show that businesses that use a PEO grow two times faster, have employee turnover that is 12 percent lower, and are 50 percent less likely to go out of business than businesses that do not use a PEO.

(NAME OF COMPANY) is proud to be part of an industry that has tripled in size over the past 10 years as the regulatory landscape gets increasingly complicated and more and more businesses turn to PEOs for back-office assistance. And we are proud to support the businesses that are the backbone of the U.S. economy.

As we celebrate the important contributions of PEOs to the success of small businesses here in (STATE OR TOWN) and across the country, we hope you’ll remember that supporting the PEO industry means supporting small business.

Sincerely,

(FULL NAME)