

2026 ADVOCACY CALENDAR



This advocacy calendar maps key business moments, legislative milestones and communications opportunities to elevate PEOs and highlight the critical support they provide to small and mid-sized businesses.

MAY

- May 3–9, **National Small Business Week**, Opportunity to highlight the role of small and mid-sized businesses in job creation and economic growth
- May 4–8, **U.S. Senate in-state work period**
- May 10, **National Small Business Day**, Spotlight small and mid-sized businesses and push for supportive policies that keep them growing
- May 20, **International HR Day**, Global hook to elevate how PEOs provide access to HR expertise and Fortune 500-level benefits at an affordable cost, improving employee retention and engagement
- May 25–29, **U.S. Senate & House in-state work period**

JUNE

- Jun, **National Safety Month**, Direct line to workers' comp, workplace safety and risk mitigation
- Jun 19, **Juneteenth**, U.S. Senate in-state work period, Opportunity to highlight economic equity, minority entrepreneurship and inclusive workforce development
- Jun 29–30, **U.S. Senate & House in-state work period**

JULY

- Jul 1–3, **U.S. House in-state work period**
- Jul 1–10, **U.S. Senate in-state work period**
- Jul 4, **Independence Day**, Tie to the spirit of entrepreneurship, freedom of enterprise and American small and mid-sized business heritage
- Jul 16, **Get to Know Your Customers Day**, Reinforce the value of client relationships and personalized service in a competitive market (third Thursday of every quarter)
- Jul 27–31, **U.S. House in-state work period**
- Jul 30, **National Intern Day**, Opportunity to emphasize the workforce pipeline and reinforce talent development

AUGUST

- Aug, **National Black Business Month**, Elevate minority-owned businesses and their stories
- Aug 1–28, **U.S. House in-state work period**
- Aug 10–31, **U.S. Senate in-state work period**
- Aug 17, **World Entrepreneurs Day**, Global platform to celebrate innovation, risk-taking and the benefits of PEOs that allow entrepreneurs to focus on their core mission, profitability and growth

SEPTEMBER

- Sep 1–11, **U.S. Senate in-state work period**
- Sep 7, **Labor Day**, *Recognize the workforce, highlight employer-employee relationships and push for industry solutions that keep up with today's workforce demands*
- Sep 7–11, **National Payroll Week**, *Direct tie to payroll compliance, accuracy and the value of PEO services for small businesses*
- Sep 7–11, **U.S. House in-state work period**
- Sep 21, **U.S. Senate in-state work period**
- Sep 22–26, **Minority Enterprise Development Week**, *Spotlight minority-owned business growth, contracting opportunities and equitable access to resources provided by PEOs*
- Sep 26, **National Human Resources Professional Day**, *Celebrate HR's strategic role in compliance, hiring and workforce management*

OCTOBER

- Oct, **National Women's Small Business Month**, *Amplify women-owned and led small and mid-sized businesses throughout the month*
- Oct, **National Work and Family Month**, *Share the importance of more flexibility, benefits and work-life balance that businesses using PEOs are afforded*
- Oct, **National Disability Employment Awareness Month**, *Spotlight inclusive hiring, workplace accommodations and compliance that PEOs can assist with*
- Oct 5–31, **U.S. Senate & House in-state work period**
- Oct 8, **National Women-Owned Business Day**, *Special moment to highlight the economic impact and stories of women-owned businesses*
- Oct 15, **Get to Know Your Customers Day**, *Reinforce the value of client relationships and personalized service in a competitive market (third Thursday of every quarter)*
- Oct 19–25, **National Retirement Security Week**, *Perfect hook to discuss 401(k), long-term planning and PEO-enabled benefits access*

NOVEMBER

- Nov, **National Entrepreneurship Month**, *Month-long platform to uplift entrepreneurs, emphasizing how small and mid-sized businesses that partner with PEOs grow two times faster than comparable businesses that do not*
- Nov 1–6, **U.S. Senate & House in-state work period**
- Nov 3–7, **National Veterans Small Business Week**, *Honor veteran entrepreneurs and advocate for modernized resources for small business owners*
- Nov 11, **Veterans Day**, *Recognize veteran contributions and tie to veteran hiring initiatives and small business ownership*
- Nov 11–13, **U.S. Senate in-state work period**
- Nov 17, **National Entrepreneur's Day**, *Celebrate founders and job creators while emphasizing how PEO partnerships help those small businesses grow*
- Nov 23–27, **U.S. Senate & House in-state work period**
- Nov 28, **Small Business Saturday**, *Rally support for local businesses and reinforce the economic impact of shopping small*

DECEMBER

- Dec 18–31, **U.S. House in-state work period**
- Dec 21–31, **U.S. Senate in-state work period**

