

HOW TO USE YOUR NAPEO ADVOCACY TOOLKIT



PEOs support more than 230,000 small and mid-sized businesses nationwide, but policymakers and local stakeholders can only champion our industry when they hear directly from the businesses and professionals making an impact in their communities. Your voice and firsthand experiences help demonstrate how PEOs strengthen small businesses, support employees and drive local economic growth.

This toolkit is designed to make it easy for you to advocate for the PEO industry, elevate your business and support small and mid-sized businesses in your community. Whether you have five minutes or an hour, there are simple ways to get involved.

START HERE

- Review the core materials
 - Begin with the “What is a PEO?” one-pager to ground yourself in key messages and data points.
 - Review the policy one-pagers (H.R. 3223, IRS modernization) to understand current priorities.

IDENTIFY YOUR AUDIENCE

- Policymakers → Use the letter to Member of Congress template and policy one-pagers
- Local media → Use the Letter to the Editor (LTE) guide

TAKE ACTION

- Contact Your Members of Congress
 - Use the pre-drafted congressional letter template or send directly through the Congress Plus tool.
 - Personalize your message with:
 - Your company name and location
 - Number of employees or clients you support
 - A short example of how PEOs help small businesses

Tip: Keep it concise—authentic, local examples are the most effective.

- Submit a Letter to the Editor
 - Follow the LTE best practices guide.
 - Tie your letter to timely moments like:
 - Small business-related holidays and celebrations noted in the advocacy calendar

Tip: Keep your letter under 200 words and include a local angle.

- Share on Social Media
 - Use the pre-written social posts and graphics across LinkedIn, X, Instagram and Facebook.
 - Tag:
 - Your Members of Congress
 - Local business groups
 - NAPEO

Tip: Add your own voice—posts perform best when you include a personal perspective or client story.

- Engage Locally
 - Use the brochure leave-behind and applicable state one-pagers in meetings with:
 - Local officials
 - Chambers of commerce
 - Small business groups

Tip: Focus on how PEOs impact your state or district specifically—local data is powerful.

- Plan Your Outreach
 - Use the advocacy calendar to guide your engagement throughout the year.
 - Even one action during these windows can help amplify the industry's voice.
 - Best Practices for Success:
 - Keep it personal: Real-world examples resonate more than general statements.
 - Stay consistent: Repetition across channels builds awareness.
 - Be concise: Short, clear messages are more likely to be read and shared.
 - Focus local: Policymakers and media care most about what's happening in their communities.

NEED HELP?

If you have questions or want support customizing materials, please contact NAPEO Vice President of Communications [Kerry Marshall](#).

