

FAMILY FORWARD MOVEMENT

Employee Advocacy Letter

A customizable letter to bring to HR, your manager, or company leadership.

Use this letter as a starting point. Personalize it with your situation, your company's name, and your own voice. It is written to be professional and solution-focused — meeting employers where they are and showing them exactly what to do next.

[Your Name]

[Your Title / Department]

[Date]

To: [HR Director / People Team / Company Leadership]

Re: Family Support Benefits — A Proposal for Meaningful Policy

Dear [Name / Team],

I'm writing because I care about this company and the people who work here — and because I believe we have an opportunity to become the kind of employer that genuinely supports its employees through one of life's most significant experiences.

Currently, our benefits handbook does not include [a clearly documented parental leave policy / childcare support / return-to-work planning / lactation accommodations — please customize]. For many employees, this gap is not theoretical. It is the difference between being able to stay in this role after having a child and having to leave it. It is the difference between feeling supported by this organization and feeling invisible to it.

I'd like to propose that we take concrete steps to close that gap. I'm not asking for everything at once. I'm asking us to start.

HERE IS WHAT I'M PROPOSING:

Step 1 — Document what we have. Even if our current leave policy is informal or limited, writing it down protects both the company and employees. I'd like to see a clear, written family leave policy added to our employee handbook by [target date].

Step 2 — Assess our gaps. I've included a Family-Friendly Workplace Audit from Family Forward Movement that takes about 20 minutes to complete. It identifies exactly where we stand across paid leave, childcare, return-to-work, and postpartum support. I'd welcome the chance to go through it with you.

Step 3 — Adopt a model policy. Family Forward Movement has developed a Model Parental Leave & Family Support Policy that companies can adopt directly or adapt. It covers paid leave, childcare

subsidies, a 30/60/90-day return-to-work plan, and lactation accommodations. I've attached it for reference.

WHY THIS MATTERS FOR THE COMPANY:

This is not only the right thing to do. It is the strategically sound thing to do. Research shows that replacing an employee who leaves after parental leave costs an average of \$75,000 — and up to 150% of their annual salary. Companies with strong family support policies see measurably higher retention, especially among women. And as family support becomes a more visible part of employer branding, the companies that lead will attract better candidates.

Only 3% of American companies currently offer any childcare subsidy. That means that being above average is not hard — and the reputational benefit of being one of the companies that does the right thing is real and growing.

I am happy to lead or contribute to a working group on this. I'm not asking to do this alone — I'm asking us to do it together.

Thank you for reading this. I'd love the chance to discuss it in person.

Sincerely,

[Your Name]

[Contact information]

Attachments: Family-Friendly Workplace Audit / Model Parental Leave Policy / Family Forward Movement Policy Platform

This letter template was developed by Family Forward Movement. Personalize it, make it yours, and send it. The worst outcome is that nothing changes yet. The best outcome is that it does.

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