

We want to make it easy for you to contact HR to advocate for Parentaly’s programming!

Explain how parental leave support is good for both employees and the business by using this template for an email to your leadership team.

You should contact influential HR executives like the CHRO, Chief People Officer, Head of HR or other senior leaders.

Before sending these emails, simply tweak/add personal language in the highlighted sections - and feel free to copy [rich@parentaly.com](mailto:rich@parentaly.com) who can follow up directly.

And if you need help identifying the right person, reach out to us and we can help make a few suggestions!

**\*Note:** If you hear back from your HR team, please forward it to us! We’d love to see their responses (good and bad) to better understand their stance on parental leave support.

|  |
| --- |

Hi {Name},

Reaching out because I just discovered a company called [Parentaly](http://www.parentaly.com). Have you heard of them?

They help employees (and their managers) plan for parental leave so the business stays on track while folks are out and new parents are able to return to work with confidence.

Our leave policy is absolutely amazing *and one of the main reasons I joined NAME OF COMPANY*, but I'm curious how we address the work impact of being team members down?

I bring this up because *Insert 1-2 sentences on what makes you passionate about parental leave support (e.g., Did you have a difficult experience? Was it hard for the team covering your work or your manager? Did you cover for someone and experience team burnout / disruption to business? Saw a friend/colleague who really struggled in their careers?)*

As I looked more into this topic, I found that career and business disruption related to parental leave is actually quite common:

* 73% of new mothers consider quitting after their parental leave
* 36% quit within 18 months of their return (only 4% stay home to take care of their children, 96% take new jobs with new companies)
* 52% of parental leaves lead to coverage-team burnout

Is an offering like Parentaly something you’d consider evaluating if I make an intro?

Sharing more info about how they approach parental leave support below. Eager to get your feedback either way.

Thanks!

Name

**Some context on** [**Parentaly**](http://www.parentaly.com/)**:**

* **Problem they solve:** Parental leave policies often "backfire" - they're introduced as a way to better recruit and retain employees, and yet research shows these policies result in business disruption, career regression, manager frustration and team burnout (see [HBR](https://d2w-mz04.na1.hs-sales-engage.com/Ctc/DO+23284/d2w-Mz04/JkMbTjqZW6N38Bs6lZ3plW6g7PMY9c7R4TW8TSNTB6TXCnsVTXhd52p7XfJW6s2X1R5ByPB9W4BYy9n42FF1YW65kgQ94nlXtyW9kSGFj1mcslFW7W3JkF4jXpfPW7_NRY_6Rg-LgN9cnmvXZz7CLVy2V0f8spF0nW5XJ8pt5z69z5W21TDzN7WG7TBW4xXq9s4f9Z4GW3NGtx27Sc_M-W1dBv1F1GyZ6KW37stTQ1rQpWvW7t4l_65_xJ8SW7l71s84mwpjfW4TnfSh6TW7-DW5B9T_B8gs6BQW1_nQdh4sl1r9W31S5nn4B-bSzN1XtWV_Td4pcW4nNqJD585JkBW4d6Yf67D3Gc6W82YxHR7yPSRbW1mgdNJ8Rw5JDW3kc_pY2zJgJzN2sq81-kV-byVFPYr33pHJYcW7w2mBw3HxbVPN1V73YNJGVcSW1zDPHk7pHNh2W3TW5Z83R-k8PW3jcBwM1DRX2-W3t9X_y5G8p23W91HQxN3kkQjXW237KDm8l2gzNW1q0XBB79-yKmW6qKVkW7nWpcHVS6VMf8gq1qyW13fcpr7-mXpkW1hFDb13778_sW41yhkp3yns_NW7fNZpK4z6KQrN7rtBB8H9_s8W5NlG-p84m8JpW3NtPnG89lB1yW3rymP96Zm8C1M4dvp2rD9vyVq8j8r3Yqsj3W4C7KGw5Fv-_xN3tRP4lkwXQVW3D-fjx2plDCmW6Kyhcc9jT0CqVRsKh_4QMjRbW3p26nL4T3p5zVC0V2g3Hdwc_V52g8J8HlvlHW2yTTB27ZKq0KW5cW-tf8dFL0PW2vbbDf3Sr4P2N8zdLmSx2139W6WqRdb7t9jXdW4wS-zx7VdHJTW1lPb5J2g26hPW3NM0yQ3krLtXW61-n1f6C4KlyW7s0Fxv40vMGyW5MRVhQ86NTj_W7NyYLS5t6C09W3dJZhT25l8PGW5L3f1l4wnZ0tN1dp9lCvmgxGW1Fr7CF8QZJ3mW2fPBc29fR_Z5W7Sq7v_31Lg1wW76ykbr53RfxDW6Lds6X4WcSNkV10Ww557mF1PW72MLhT8qvCqrVzBf_S6ZsM5ZW5Bp63z8qdtdGW5ssfH873wfvmW42xVx87pzxZjf7h00Xv04) & [FC](https://d2w-mz04.na1.hs-sales-engage.com/Ctc/DO+23284/d2w-Mz04/JjTdRSY7W50mlWb6lZ3pmW8l55893N-V2tVr2_fH6xtVk3W1rctWH2MTrSwW6wKM6t17QTdtN5S96gLcG18bW7HWGxW4mXB2SN5kzG6KC9hpFW2JSqq18LrtWkW58Kx2w33tBTfW3XMZcD2YslNKW6MS_b923kdsZW6Kxzs44NdJyRW3lY7R499j6G-W2S2cXm1wp4pjW1KSFqc2GshXHW4gh_Tg3Lsc23W9bXCxq8tflWqW41vRwl8psYxjVNfk6m7MK2cqW6-_kCq7NklwxW5xJ5-92lJ1MCW6hK4Zt5T-R3VW7hb56_5fkf5FW8W_GZx8cLd6XW4Sbs-r2SWPyVVRRp1j28pb54W5hYsp27gM2v_N1y1qNPkbzXrV8x7-T189kG8W7zXdp-5QYL8pW734j447fJy84W4H1Xvc3dDcNGW9bvhmQ4D-994W40W7-S4BTj5YW3362rX5J19TZW6YfVhh3_MfL-W1Z6nPd7dH7NqTn9F96GJhtSN5d6y9GmnxCtW6H28h21VcFRCN7zqhgb_zJG1W67-x8J2lP4jwW97WP2g5j1kXkW1-QQPW3RTqjcW8Dq3cR6s7nV2W8GKjZT10gWfmMZ543z8JsVJV_B0d62-NL-QW7g65_p8RX13qW4ds8vr6T5nFyW79x23t7DzjF5VnMNym528VwBW94HJ7b4024lXW2SmTNL7Ch7_bN64ZLpbPYGhLW6qZydZ3jTk5yW7Q_Mp-39SKdGW8qmd5z4yVPxWV7vCHz9ddp29W1bTDfy5yTgdLW6qLhzq9gckQYW3qJg0t8WXQ5pW6ks5871RSrxcW4YX30F83fTXMW6hhVtL6rhT2xW1mvfFx84flP-W60PRmt4LrR_6W2S2n4W7ZBr87Vmr9M44C9JydW44fBGH7qqGsQW4NDwH988RW7wW97y-PL45FRgNN10qySgSGlHXVM2zP637drvwW7wnqJg1-pcB-W7Bgt673C83zRN8g61mdLkD6-W7xtl_w76zdshN5rp1Swbbh9wW9hqp2w6dD9MbW9gCC6R9fgTGNW7Tnf6D6nwnRKW7qH-QH76MvsdW1c_3JR21QwWyN6fRC5YfW5M3W1-Z3nz7vW_21W1Hz1408zMTCsW7MXkFH5qMhx2W4-kx6N1qyJj4VxWncl5Xz0vsW7x343y3H1w2vN89362vlBFGxW4hp-6_7dVHL1W10Zlmf7kX4yRW9m3ZZ89fx2V2W6Kc_kx54hX-Kf93V5s404))
* **How they help:** Via a combination of coaching, training and workshops we help employees (and their managers) build strong coverage plans, transition work effectively, navigate complicated career conversations and re-onboard efficiently
* **Results:** Program participants are 2.5x more likely to be promoted after leave and 88% are more likely to stay with the company longer - 99% of managers report stronger team performance during their direct report’s leave
* **Partners**: Hershey, Autodesk, Zoom, PwC, Morgan Stanley and others