



Partner Toolkit

June 2022

Introduction

California Paid Family Leave (PFL) Grant Program awards grants to assist California's small businesses impacted by the Paid Family Leave (PFL) Program.

Businesses impacted by California's Paid Family Leave program will have:

- Increased costs such as training and upskilling existing staff to cover the duties of the employee on California's Paid Family Leave;
- Hiring and training additional staff to cover the duties of the employee on California's Paid Family Leave; and marketing, recruitment, and
- Other reasonably foreseeable training costs

The PFL Grant Program allows eligible small businesses in California with 1-100 employees with at least one (1) employee utilizing California's Paid Family Leave program to apply for grants up to \$2,000 per employee to offset the increased costs associated with the employee out on leave.

About California's Paid Family Leave

California's Paid Family Leave program allows California workers to take paid leave to bond with a new child (through birth, adoption, or foster care) or to care for a seriously ill family member. Beginning July 1, 2020, this paid leave expanded from six (6) to eight (8) weeks. California's Paid Family Leave program also expanded the twelve (12) week non-paid protected leave to all businesses, regardless of business size.

Toolkit

We've created a toolkit to make it easy to spread the word to your members and business community about this funding opportunity. The toolkit includes:

- **[Tip Sheet/Timeline](#)**: How to make the most of this partnership.
- **[Sample Press Release](#)**: Sample press release for partnering to send to your media contacts announcing the California PFL Grant program and your participation.
- **[Sample Social Media](#)**: Examples of tweets, Facebook, and Instagram posts to spread the word about the grant opportunity.
- **[Newsletter Content](#)**: Sample newsletter article for you to use in your member communication and connecting them to the application.
- **[Graphics](#)**: Program logo, social media graphics, flyer, and website/newsletter banner ad

Tip Sheet / Timeline

Three-month Timeline suggestions

Reminders will be sent each quarter

July:

- Send out release to announce partnership
- Include announcement in your newsletter and chamber correspondence
- Post to all social media
- Make in-person announcement at events
- Add program logo to your website regarding partnership
- Add banner ad to your enewsletter and/or website with a link to www.californiapfl.com

August:

- Include Article in newsletter
- Include Banner Ad on at least one e-blast
- Continue banner ad on enewsletter and/or website
- Other marketing at your discretion

September:

- Include Banner Ad on at least one other e-blast
- Post to all social media
- Continue banner ad on enewsletter and/or website
- Let your elected officials know so they can help spread the word

Marketing and information for future months to follow

Sample Press Release



FOR IMMEDIATE RELEASE

Press Contact:

[add your info and include contact below]

Nancy Hoffman Vanyek
nancy@sanfernandovalleychamber.com

The [Insert Name of Chamber] is pleased to announce its partnership with California Paid Family Leave Grant (CPFLG). CPFLG allows eligible small businesses in California with 1-100 employees with at least one (1) employee utilizing California's Paid Family Leave program to apply for grants up to \$2,000 per employee to offset the increased costs associated with the employee out on leave.

"The [Insert Name of Chamber] has worked tirelessly to get businesses the help they need during this period of recovery. This is a great opportunity to get funds directly into the hands of small businesses," said [Insert Chamber Leader] [Insert position] of [Insert Name of Chamber]. "We're proud to be part of this network of chambers of commerce across the state in helping businesses thrive."

California's Paid Family Leave program allows California workers to take paid leave to bond with a new child (through birth, adoption, or foster care) or to care for a seriously ill family member. Beginning July 1, 2020, this paid leave expanded from six (6) to eight (8) weeks. Additionally, California's Paid Family Leave program also expanded the twelve (12) week non-paid protected leave to all businesses, regardless of business size.

Businesses impacted by California's Paid Family Leave program will have increased costs such as training and upskilling existing staff to cover the duties of the employee on California's Paid Family Leave; hiring and training additional staff to cover the duties of the employee on California's Paid Family Leave; and marketing, recruitment, and other reasonably foreseeable training costs.

For more information, eligibility details, and to apply, visit CaliforniaPFL.com or call (818)989-0300.

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Sample Newsletter Content

Sample 1

[Insert Name of Chamber] Partners with California Paid Family Leave Grant to Get Money into the Hands of Small Business

[Insert Name of Chamber] is pleased to announce its partnership with California Paid Family Leave Grant (CPFLG). CPFLG allows eligible small businesses in California with 1-100 employees with at least one (1) employee utilizing California's Paid Family Leave program to apply for grants up to \$2,000 per employee to offset the increased costs associated with the employee out on leave.

California's Paid Family Leave program allows California workers to take paid leave to bond with a new child (through birth, adoption, or foster care) or to care for a seriously ill family member. Beginning July 1, 2020, this paid leave expanded from six (6) to eight (8) weeks. Additionally, California's Paid Family Leave program also expanded the twelve (12) week non-paid protected leave to all businesses, regardless of business size.

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Sample 2

Get grants of up to \$2,000 per employee out on Paid Family Leave

Do you have employees out on California Paid Family Leave? The California Paid Family Leave Grant (CPFLG) allows eligible small businesses in California with 1-100 employees with at least one (1) employee utilizing California's Paid Family Leave program to apply for grants up to \$2,000 per employee to offset the increased costs associated with the employee out on leave.

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For more information, eligibility details, and to apply, visit CaliforniaPFL.com or call (818)989-0300.

Sample Social Media

Use #CaliforniaPFL on all your posts

[Link to all logos, graphics & social images](#)

Twitter

Sample 1

The California Paid Family Leave Grant offers mini-grants up to \$2,000 to qualified businesses with employees on Paid Family Leave to offset the costs of cross-training and recruitment. To learn more and apply: <http://CaliforniaPFL.com>

Sample 2

#California business owners, this one is for you. #Grants are available for companies with employees out on CA Paid Family Leave. The application portal is open: <http://CaliforniaPFL.com>

Sample 3

Business grants are available for companies with employees out on CA Paid Family Leave. To apply or find out if your business is eligible, visit <http://CaliforniaPFL.com>

Sample 4

Do you have an employee out on California Paid Family Leave? You could be eligible for a grant of up to \$2000 to offset the costs of training to cover the person out on PFL. To find out more and apply: <http://CaliforniaPFL.com>

Sample 5

Get up to \$2,000 per employee out on California Paid Family Leave... Your business can receive up to \$2,000 to help offset the costs of training to cover the duties of the individual utilizing Paid Family Leave. Apply today at <http://CaliforniaPFL.com>

Facebook/LinkedIn

Sample 1

We are excited to announce our partnership with California Paid Family Leave Grant (CPFLG). CPFLG allows eligible small businesses in California with 1-100 employees with at least one (1) employee utilizing California's Paid Family Leave program to apply for grants up to \$2,000 per employee to offset the increased costs associated with the employee out on leave.

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For more information, eligibility details, and to apply, visit CaliforniaPFL.com or call (818)989-0300.

Sample 2

We are excited to be part of a network of over 25 chambers of commerce throughout the state to offer the California Paid Family Leave Grant (CPFLG). CPFLG allows eligible small businesses in California with 1-100 employees with at least one (1) employee utilizing California's Paid Family Leave program to apply for grants up to \$2,000 per employee to offset the increased costs associated with the employee out on leave.

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- Marketing, recruitment, and other reasonably foreseeable training costs.

For more information, eligibility details, and to apply, visit CaliforniaPFL.com

Sample 3

California Paid Family Leave (PFL) Grant Program awards grants to assist California's small businesses impacted by the Paid Family Leave (PFL) Program.

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- Other reasonably foreseeable training costs

The PFL Grant Program allows eligible small businesses in California with 1-100 employees with at least one (1) employee utilizing California's Paid Family Leave program to apply for grants up to \$2,000 per employee to offset the increased costs associated with the employee out on leave. Apply online at www.californiapfl.com

Sample 4

The California Paid Family Leave Grant offers mini-grants up to \$2,000 to qualified businesses with employees on Paid Family Leave to offset the costs of cross-training and recruitment. To learn more and apply: <http://CaliforniaPFL.com>

Sample 5

Businesses impacted by California's Paid Family Leave program will have increased costs such as training and upskilling existing staff to cover the duties of the employee on California's Paid Family Leave; hiring and training additional staff to cover the duties of the employee on California's Paid Family Leave; and marketing, recruitment, and other reasonably foreseeable training costs. Small businesses in California with 1-100 employees with at least one (1) employee utilizing California's Paid Family Leave program (on or after June 1, 2022) are eligible to apply for grants up to \$2,000 per employee on PFL to offset the increased costs associated with the employee out on leave.

Apply today at www.californiapfl.com.

Instagram

Sample 1

Find out how to get up to \$2,000 per employee out on Paid Family Leave. Apply now for the California Paid Family Leave Grant. Go to CaliforniaPFL.com or link in bio.

Sample 2

Are you eligible for up to \$2,000 per employee out on Paid Family Leave? Visit CaliforniaPFL.com to find out! Link in bio.

Sample 3

Have an employee out on California Paid Family Leave? Your business can receive up to \$2,000 in grant funds to help offset the costs incurred when training employees to cover the duties of the individual utilizing Paid Family Leave. Apply today at www.CaliforniaPFL.com