



NAWBO [X] CHAPTER ANNOUNCES 2023 ADVOCACY AGENDA

NAWBO [X] Chapter advocates on behalf of women business owners.

[City], [State] [DATE]—Today, members of the National Association of Women Business Owners (NAWBO) [X] Chapter outlined their public policy initiatives for 2023. As the 118th Congress begins, NAWBO [X] Chapter impresses on lawmakers to understand the challenges for women business owners and outlines what Congress can do to address these obstacles.

"[With nearly 13 million women business owners strong, lawmakers must listen to the needs of women business owners," said **XXXX, NAWBO [X] Chapter President**. "[It's going to take Congress working together and addressing their concerns to ensure that our nation moves forward with a strong sustainable economy.]"

Here is a brief outline of NAWBO's 2023 Advocacy Principles:

1. Addressing the Needs of the "Microbusiness" and Encouraging Emerging Entrepreneurs

NAWBO's most recent survey shows that nearly 92% of women-owned businesses are microbusinesses. The number of women-owned firms with employees dropped from 2022 to 2023. While the companies may be small, they provide the lion's share of the family income, with 63% of businesses providing 50-100%. By giving these businesses the resources to grow, we will see an opportunity to increase wealth in our most underserved populations. Lawmakers can accomplish this increase in wealth by codifying a definition of a microbusiness to be utilized by all federal agencies to support access to capital and contracting opportunities better. Access to technology and digital tools enable women-owned businesses to grow and thrive. NAWBO hopes these tools will be made available on the federal level and publicized to help women business owners expand their market share.

2. Workforce

Small business owners have unique workforce needs as contrasted with their larger competitors. And while women-owned businesses continue to struggle more than ever with hiring, losing potential hires to competitors has become a more significant barrier to acquiring talent. As our women business owners look to build and retain a robust, diverse, and well-skilled workforce that also allows them to stay competitive in the marketplace, we urge Congress to consider the unique concerns of the small business workforce. These concerns include utilizing independent contractors as a critical component of their workforce, helping business owners offer employee benefits by increasing access to existing federal and State benefits portals, and providing an option to access a paid leave system that works financially for themselves and their workforce.

3. Accessing Capital through Increased Financial Literacy Education and Digital Tools

Although women-owned businesses surveyed have been in business on average for 14 years, fewer than a third reported having a credit rating. In the last year, most women-owned businesses used personal savings, private loans, and loans from family and friends to finance their business. 45% of these business owners still process payroll by hand using spreadsheets. We urge you to investigate viable ways to educate women and minorities on developing long-standing relationships with financial institutions.

4. Caring for the Business Owner and Caretaking Flexibilities for the Employee

As premium rates and prescription drug costs continue to rise, NAWBO recognizes the need to address small businesses' healthcare costs. While health plans are more common among larger companies, the price remains crucial for small businesses offering healthcare coverage, with 42% saying that costs are too high. Congress must understand the importance of investing in the physical and mental health and wellness of our business owners and their employees through expanded opportunities for telemedicine, mental health priorities, and championing efforts that provide pathways for sustainability without added regulatory or fiscal impact to businesses. In addition, a large portion of women business owners juggle their businesses alongside caretaking responsibilities, or they hire employees who are caretakers. Comprehensive paid leave legislation is one component of this. We urge lawmakers to understand how caretaking responsibilities factor into the daily activities of small business owners as they craft legislation to strengthen economic support for small businesses.

To see the full agenda, [click here](#).

The National Association of Women Business Owners (NAWBO) members are diverse in many ways, including the size of their business, the sector, the stage of business development, and personal politics. NAWBO advocates for women business owners, regardless of political affiliation, encouraging and supporting bipartisan legislation focused on building and strengthening a sustainable business economy. For NAWBO to endorse specific legislation, the legislation must go through a litmus test. NAWBO endorses bipartisan legislation that builds coalitions, is backed by data, and advances the business community.

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About NAWBO [X Chapter]

Founded in [XXXX], NAWBO [X] Chapter is the voice for women-owned businesses in the [X] community. NAWBO [X] Chapter represents the interests of women entrepreneurs across all industries and develops programs that help navigate women entrepreneurs through the various stages of their business growth. To learn more, please visit [X Chapter website].