**Proposal Letter / Email**

***This letter is a template to help you communicate the advantages of joining ATD-LA to your supervisors. Feel free to customize it to your unique circumstances.***

Dear *< Insert manager name>*,

I’d like to join ATD-LA, a non-profit professional organization for those affiliated with talent development and training. Below are the reasons why membership would be a worthy expense and a good investment.

* **Local learning events –** The chapter offers hands-on learning [sessions](http://sxsw.com/interactive/talks) that teach best practices for delivering and designing training — from skill transference to audience engagement to training measurement. Members learnapplicable strategies for translating success in the classroom to the bottom line.
* **ATD-LA connects participants with industry thought leaders:** Many of the learning and development industry’s most passionate and successful practitioners attend ATD-LA. Participants learn ideas, research, and best practices directly from the authors and [thought leaders](http://sxsw.com/interactive/talks/past_speakers_list).
* **ATD-LA is a cost effective development experience:** Chapter meetings are held locally at no cost to members. Conferences are affordable and is won’t involve travel budget since venues are within the Los Angeles county.

While membership is an initial expense, the opportunity for me to meet and problem solve with other local trainers and leaders is an opportunity we cannot afford to miss. Specifically, I will attend to get information or help with:

1. *<Fill in>*
2. *<Fill in>*
3. *<Fill in>*

The estimated cost to join is: *<Select applicable rate below or at website>*

*New member: $125*

*Power member (ATD + ATD-LA): $85 per person*

*Membership renewal: $85*

*Group bundle (3 or more for your company): $90 or 80*

Professional development is a competitive advantage which can be a win-win for you, the company and me; therefore, I am requesting approval from you now so we can take advantage of ATD-LA membership rate. If I’m not able to join today, may I suggest that we add it to the department budget for next year?

Thank you for considering this request.

Regards,

*<Insert your name>*