Hello (Manager Name),

I would like to request that {company name} sponsor my {insert Professional OR Professional Plus} membership with the Association for Talent Development (ATD).

ATD is the world’s largest association dedicated to supporting the work I do and the broader talent development profession. They provide the most trusted content and research relevant to the field and opportunities for professionals like me to learn about the latest research, tools, technology, and best practices that are being applied around the world. Because my work is about developing others within our organization, I believe having access to what an ATD membership provides would help me be even more effective in my job, and will reap benefits for {company name.} Here’s an example of the benefits available to ATD members:

* **Unparalleled professional development.** ATD members benefit from discounts on premier professional development, including workshops, certificate programs, and the Master Series assessment programs. No other organization offers the kind of professional development geared specifically to the needs of today’s talent development professionals.
* **Cutting-edge research and insight.** ATD keeps its members up to date on the latest industry trends, resources, and best practices through newsletters, webcasts, blogs, and much more. Members receive a monthly copy of *TD* magazine, ATD’s award-winning publication that covers leading-edge content from the industry’s most sought-after thought leaders. Members can also benchmark their organization’s training practices against those of the industry’s best through the *State of the Industry* report (a $499 value), ATD’s definitive yearly review of training and development trends.
* **Extensive tools and resources.** Members have exclusive access to practical tools, templates, and more that they can immediately implement within their organization.
* **Networking opportunities.** Members gain access to an unparalleled network of talent development professionals, from peers to mentors to industry leaders. From the online member directory to the annual conference and country, state, and regional events, there are a variety of opportunities to meet, connect, and grow expertise.

My projected cost for an ATD {insert type of membership: Professional or Professional Plus} membership is {insert amount: $259 for Professional and $399 for Professional Plus}—a fraction of the dollar value associated with all the member benefits I will receive and can put to work for {company name}. Prices are increasing on April 1, so I will save by joining this month.

By supporting my ATD membership, you are investing in my development and helping me add even more value to those I work with here.

I hope you will consider my request and grant me approval to become an ATD member.

Thank you for your consideration,

Sincerely,

{Your Name}