Hello {Manager Name},

I would like to request that {company name} sponsor my membership with the Association for Talent Development (ATD) and the {Chapter Name} Chapter of ATD. By becoming a Power Member (that is, an active member of both ATD and my local chapter), I will have access to twice the support, twice the resources, and twice the networking that I would have with just one membership.

ATD is the world’s largest association dedicated to supporting the work I do and the broader talent development profession, and the {Chapter Name} Chapter supports professionals in our local community. ATD provides the most trusted content and research relevant to the field and opportunities for professionals to learn about the latest research, tools, technology, and best practices that are being applied around the world. In tandem, the {Chapter Name} Chapter delivers targeted programming in our area, develops connections between local organizations and individuals, and provides regional career and business development opportunities. Because my work is about developing others within our organization, I believe having access to what Power Membership provides would help me be even more effective in my job and will reap benefits for {company name.} Here are some of the resources available to Power Members:

* **Unparalleled professional development.** ATD members receive discounts on premier professional development including workshops, certificate programs, and the Master Series assessment programs. Chapter members have access to professional development geared specifically to the needs of talent development professionals in our community.
* **Cutting-edge research and insight.** ATD keeps its members current 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 field’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, ATD’s definitive yearly review of training and development trends.
* **Career and business development opportunities.** Power Members can advance their careers by leveraging the professional development resources available through ATD and their chapter, connecting with potential clients and customers, facilitating local programs, and volunteering to support chapter activities.
* **Extensive tools and resources.** People who are members of both ATD and their local chapter have access to practical tools, templates, and more that they can immediately implement within their organization.
* **Networking opportunities.** Power Members have access to an unparalleled network of talent development professionals, from peers to mentors to industry leaders. Whether through the online ATD member directory, at the International Conference & Exposition, or at local and national events, there are a variety of opportunities to meet, connect, and grow in expertise.

My projected cost for an ATD {Professional/Professional Plus} membership is {$249/$409}, which is a fraction of the dollar value associated with all the member benefits I will receive and can put to work for {company name}. Membership at the {Chapter Name} Chapter is reasonably priced at {$}. By becoming a Power Member, I can save $30 on my ATD membership dues, which brings the cost of both memberships to {$249/$409 plus cost of chapter membership}.

By supporting my ATD and chapter memberships, you are investing in my development and helping me add even more value to the work I do here.

I hope you will consider my request and grant me approval to become a Power Member. Thank you for your time.

Sincerely,

{Your Name}