Suggested Subject Line: Requesting a Professional Development Membership

Hi [Your Boss’ Name],

I’d like to get your approval for purchasing a [Professional/Professional Plus] membership with the Association for Talent Development (ATD). I want to invest in my professional development this year, and ATD has extensive resources to support the work I do.

Here’s an example of the benefits available to ATD members:

* **Performance resources.** My membership will include access to tools and resources that will help with my current projects including templates, checklists, and *TD at Work* guides. I’m particularly excited to explore [choose a [resource](https://my.td.org/search/performance_resources_orderby_date_desc?hierarchicalMenu%5BcontentTypes.lvl0%5D=Performance+Resource&toggle%5BmemberBenefit%5D=true&page=1) that would help you complete one of your current projects]. Resources like this will save me time as I apply my learnings to my current projects.
* **Industry-proven solutions.** ATD keeps its members up to date on the latest industry trends and best practices through newsletters, webinars, 10-Minute Case Studies, and much more. As a member, I will receive a monthly copy of *TD* magazine, ATD’s award-winning publication that covers vetted content from the industry’s most sought-after thought leaders. I’ll also get a copy of ATD’s annual *State of the Industry* report to help benchmark our training practices against those of the industry’s best. This will help me stay ahead of trends and keep our organization current.
* **Professional development.** Membership also gives me access to conference recordings, and if I choose Professional Plus membership, a library of micro courses to expand my knowledge. ATD’s Talent Development Capability Model is a framework to guide the profession in what practitioners need to know and do to develop themselves, others, and their organizations, and once I take the assessment, I’ll be able to leverage member-exclusive resources to guide my development.

My projected cost for an ATD {insert type of membership: Professional or Professional Plus} membership is {insert amount: $279 for Professional and $439 for Professional Plus. If you qualify for a [special Student, Senior, Power Member or Young Professional Rate](https://checkout.td.org/membership), be sure to mention that here}—a fraction of the dollar value associated with all the member benefits I will receive and can put to work for {company name}.

If you want to take a closer look at the benefits of membership, you can find more information here: <https://www.td.org/join-atd>.

I‘d love to set up some time to answer any questions you might have for me.

Thank you,

[Name]