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) 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 twice the support, twice the resources, and twice the networking while being regionally collected and globally informed. 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 Power 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.
* **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.
* **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.

As a Power Member, I would also save $30 on my national membership making my projected cost for {insert amount: $249 for Professional/$409 for Professional Plus and $XXX for chapter membership, a total of ${national dues + local dues}—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]