Dear**[insert manager or director’s name]**,

I would like to attend the 2024 Bridge to Integrated Marketing & Fundraising Conference, July 31-August 2, at the Gaylord National Hotel, National Harbor, MD adjacent to Washington, DC. I thought I should present to you why my attendance is absolutely essential – not just for my own career development but for all the amazing information and ideas I can bring back to **[insert your organization name]** as well!

For the last 18 years, the Bridge Conference has evolved to become the industry-defining event for nonprofit professionals like us. Attending Bridge is where I will learn what’s going on in the industry and how today’s trends can be incorporated into our practices. I’ll also find out what people in our sector are doing now and discover how they are tackling challenges like the ones we’re facing.

This is **THE EVENT** for nonprofit professionals and encompasses the entire industry. The ***Solutions Showcase*** highlights the latest technologies, products, and solutions available. This is how I can meet new supplier partners and learn how they could potentially help us. The ***Solutions Showcase*** is the most efficient way to get educated and find solutions we need. In fact, I can research suppliers for**[insert current project you are working on; if you don’t have anything in mind, do not include this sentence].**

Additionally, networking is an enormous part of this conference. The fundraising community is like a big, small town. It’s important to know what’s going on and connect with other nonprofit professionals and hear what our colleagues are doing—or not doing, for that matter. Such a phenomenal learning opportunity compacted into one conference. It’s invaluable to learn the successes and failures of organizations in our same sector to help us compete in this market where every donor dollar matters.

My projected costs for attending 2024 Bridge Conference are**[insert cost from worksheet]**. This includes registration, transportation, lodging, events, and meals. **Bridge is offering their 2023 Best Value rate until April 5 – so this is an incredible deal and opportunity if we act quickly!**

I feel attending the Bridge Conference is integral to my professional development. And in one compact event I can learn more and bring back more to **[insert your organization name]** than what it would cost to attend multiple events throughout the year. From Bridge, I can bring back innovative ideas, best practices, and solutions we can implement right away. Additionally, I can develop an overview of what I’ve learned and actionable takeaways for the team so that we can work together to move the department and **[insert organization name]** forward.

I hope you will consider my request and grant me approval to attend. It’s a great value and an exceptional opportunity I’d hate to miss out on this year.

Thank you for your consideration.

Sincerely,

**[Your Name]**