

Need to convince your boss that the National Conference on Philanthropic Planning is a good investment for your nonprofit or firm? You can copy, customize, and submit the letter below to make your case. [Specific areas for customization are bracketed and in burgundy font]

I would like to attend the National Conference on Philanthropic Planning, October 13-15, in Orlando, Florida. I sincerely believe that the conference is a unique educational opportunity, and the best investment we could make in training this year. Here are some of the key benefits of my attendance.

- Particularly in this difficult economic environment, new approaches to charitable planning are developing in response to donor demographics, economic conditions and legislative and regulatory developments. We need to be aware of these new practices so that we can offer our [donors/clients] the same service and opportunities that other [charities/firms] are offering. The National Conference on Philanthropic Planning is the best place to learn from the leading national experts.
- We're considering [outsourcing some of our work, upgrading our software, hiring a consultant, etc.]. The leading providers will be participating in the exhibit program at the National Conference on Philanthropic Planning. I can make contacts with company reps and talk to other clients who can evaluate the service they have received.
- There are several sessions that I especially want to attend because I think they will have immediate impact on our current goals, including: [this list for example only--visit http://www.pppnet.org/conference/10conf_speakers.html to select sessions of interest to you] The Keys To Developing A Successful Professional Advisory Council; Options, Choices and Flexible Payments: The Gift Annuities Your Donors Want; Donor Segmentation and Analysis using Microsoft Excel Pivot Tables
- The conference program includes several opportunities to meet with affinity groups, so I will definitely have an opportunity to talk with others who work for [hospitals, universities, museums, community foundations, etc., etc.] and learn about their best practices.
- The conference is "paperless," and all materials are available online. I can share them with other members of our staff or use them as background material for training sessions so that others can benefit from the conference investment.
- The conference is in central Florida. There are several important [donors/clients/prospects] that I can visit while I'm at the conference, since Thursday evening is free and the conference ends at 3:30 on Friday.
- After I return from the conference, I'll report the most important things I learned and the new techniques we can use right away.

Thank you for considering this request.