*CRPs: Put this letter on your organization’s letterhead and update the areas in yellow. Here are some links to help you convince your boss, then use the space below to write your own message.* [*Top 10 Reasons I should Attend*](https://www.billhighway.co/10-reasons-to-attend-cex-the-association-component-exchange/) *or* [*Understand and Improve the Member Experience*](https://www.billhighway.co/journey-mapping-part-1-improve-the-membership-experience/) *or* [*15 Ways to Improve Chapter Success*](https://www.billhighway.co/15-ways-to-improve-chapter-success-from-cex/)

TO:
FROM:
SUBJECT: I’d like to attend **Association Component Exchange Virtual** on Monday, October 26th and Tuesday, October 27th, 2020.

I’d like to attend CEX 2020: Association Component Exchange happening on Monday, October 26th and Tuesday, October 27th, 2020 and hope you’ll approve this request.

You can find the full agenda for this virtual event here: <https://leveragechapters.com/agenda/>.

Historically this event has been held as a one-day in-person event, however this year it will take place virtually over two-half days.

This event, which is the only one of its kind, will help me bring even more value to our organization because it is focused specifically on <insert name of your associations’ components – e.g. chapters, affiliates, etc.)>. This conference is focusing on the strategic opportunity that components offer, how to optimize the role of components and set them up for success, which only improves our association as a whole. Additionally, I believe CEX 2020: Association Component Exchange will help me reach my professional development goals of [xxx, xxx and xxx].

Even though the event has gone virtual, there is a strong emphasis on providing ideas and tools to help our association and <insert name of your associations’ components – e.g. chapters, affiliates, etc.)> not only get through these strange times, but come out on the other side thriving.

Here are some notable aspects of the conference that I think will help set me and the rest of our organization up for success:

* Real-life stories and examples of <insert name of your associations’ components – e.g. chapters, affiliates, etc.)>-focused initiatives and tactics
* Problem-solving roundtables for sharing ideas and innovations
* Access to tools and resources designed for work specifically with <insert name of your associations’ components – e.g. chapters, affiliates, etc.)>

Due to the event being virtual this year, the cost for me to attend is at an all-time low. Below I have broken down the costs for me to attend this event.

* Registration fee: $99 (early bird price or $149 after 8/31)
* Airfare: $0
* Transportation: $0
* Hotel: $0
* Meals: 0
* Total: $99 - $149 (depending on when I get approval)

You can learn more about the event at [www.leveragechapters.com](http://www.leveragechapters.com/).

Thanks,

[Your Name]