Dear [insert Supervisor’s name],

The Association for Animal Welfare Advancement is hosting their [Annual Conference](https://theaawaconference.org/) in Atlanta this November 4-6. My attendance is essential, not just for my own career development but for all the amazing information and ideas I can bring back to [insert organization name].

The Association’s Annual Conference is *the* industry-defining event for animal welfare professionals. While there, I will have the opportunity to learn more about current industry trends, discuss organizational challenges with my peers, and bring back a wealth of policy and program ideas to help us further our mission. I have reviewed the agenda and identified the sessions I think will bring value to our organization. I am especially interested in attending sessions from the conference’s [Collaborative & Strategic Leadership / Fundraising / Communications & Marketing / Strategic Workforces track – insert track name here], including [include title(s) and description(s) of any workshops of special relevance].

This is **THE EVENT** for animal welfare leaders and encompasses the entire industry, both nonprofits and governmental agencies. The conference’s exhibit hall highlights the latest technologies, products, and solutions available from vendors who understand our needs. This is where I will meet new partners and learn how they could help us work smarter, not harder. In fact, I would love to discuss which suppliers you’d like me to connect with 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 The Annual Conference. The animal welfare community is like a big, small town. It’s important, even invaluable, to know what’s going on and connect with other industry professionals to hear what our colleagues are doing – or not doing. Plus, I could go on a tour of the Atlanta Humane Society and/or Fulton County Animal Services. Such a phenomenal learning opportunity compacted into one conference.

My projected costs for attending The Annual Conference are: Registration: ($XX), Roundtrip Airfare: ($XX), Ground Transportation: ($XX), Hotel: ($XX) and Meals: ($XX) (many meals are included in the price of registration). **The Association is offering the early bird rate through September 19, so we need to act quickly to lock in this deal.**

**Bonus:** The Association is offering a $50 discount off their annual Animal Welfare Professional membership in a bundle with conference registration, so we will save even more and [gain additional benefits](https://theaawa.org/member-benefits/) such as [insert most relevant benefit].

My attendance will result in an infusion of inspiration, innovative ideas, best practices, and solutions we can implement right away. Additionally, I will develop an overview of what I’ve learned and actionable takeaways for the team so that we can work together to move [insert organization name] forward.

When I bring back just one solid idea to boost efficiency, save expenses, or generate revenue, my trip will more than pay for itself. I would appreciate your support and this opportunity to gain new skills, knowledge, and insights by providing the time and access to this valuable industry event.

Thank you for your consideration.

Sincerely,

[Your Name]