Suggested Subject Line: Requesting a Professional Development Membership

Hi [Your Boss’ Name],

You and I know firsthand that organizations strategically benefit by providing ongoing professional development to their employees. As such, I would like to invest in my professional development by joining the largest association dedicated to the work that I do, the Association for Talent Development (ATD).

Benefits of membership include:

* Complimentary online access to the *Talent Development Body of Knowledge* (TDBoKTM)
* A library of 250+ (and always growing) actionable tools and templates that we can use to save time and avoid reinventing the wheel
* More than 500 *TD at Work* guides—20-page how-to guides focused on critical talent development (TD) topics that include ready-to-use tools and worksheets
* Research whitepapers that give critical overviews of the most recent TD research
* *TD* magazine, an award-winning publication that covers vetted content from the industry’s most sought-after thought leaders
* The annual *State of the Industry* report which helps benchmark training practices against the industry’s standards—a $500 value!
* Access to hundreds of upcoming and archived webinars produced by industry leaders
* Thousands of hours of informational video content, including major conference recordings
* Exclusive discounts on all ATD courses, conferences, and learning material
* {Include only if choosing Professional Plus membership} On-demand access to 99 micro courses that assess my knowledge, then tailor course material in real-time to meet my individual learning needs

I’m particularly excited about {insert benefit that you think you will use most or omit this sentence}.

The cost to join ATD is {insert amount: $299 for Professional and $479 for Professional Plus. If you qualify for [Student, Senior, Power Member, or Young Professional rate](https://checkout.td.org/membership)s, be sure to mention that here}. The dollar value associated with all that accompanies ATD membership will go directly back to {company name} in the form of knowledge and skills acquired and applied on the job.

If you want to take a closer look at everything ATD membership provides, you can find more information here: [td.org/join-atd](https://www.td.org/join-atd).

I‘d love to set up some time to answer any questions you have.

Thank you,

[Name]