

To: Supervisor/Manager or Board, etc.

Membership in the Public Relations Society of America (PRSA) is critical to my professional development, and I would like to request approval to join.

The PRSA community accounts for more than 21,000 public relations and communications professionals across the United States, from recent college graduates to the leaders of the world's largest multinational firms. Their members represent nearly every practice area, and professional and academic setting within the public relations field, including business and industry counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

PRSA offers an extensive list of member benefits that will not only increase my professional knowledge and productivity, but also further our business goals and objectives by providing the following:

- A Code of Ethics that will offer values, principles and practice guidelines that define professionalism and success to increase our reputation and products.
- Free Professional Development opportunities and preferred pricing on seminars, webinars, teleseminars, boot camps and conferences on topics from social media to crisis communications.
- Emerging trends and industry news with PRSA's *Issues and Trends* daily newsfeed, monthly *Tactics* flagship newspaper and *The Strategist* quarterly magazine, delivering executive-level insight.
- Access to a members-only database of case studies, articles and research, including Silver Anvil Award winners and nominees.
- Brand recognition through various speaking opportunities and awards programs.

Annual National dues are \$255 plus a one-time \$65 initiation fee. PRSA also offers more than 100 local Chapters, and 14 Professional Interest Sections that offer additional members-only benefits and savings on segmented information, learning and networking opportunities. They also offer group membership for five or more individuals from the same organization.

PRSA membership is a sound investment for any employer, with membership paying for itself several times over. In addition to the free benefits PRSA offers, it also offers preferred pricing on various products and services. For a total of \$320, the value we will receive includes, but is not limited to:

Benefit	Value/Savings
Complimentary subscriptions to their monthly and quarterly publications	\$250 +
More than 25 free webinars/year	\$5,000
Preferred pricing on webinars (per event)	\$100 +
Preferred pricing on PRSA seminars and Conferences (per event)	\$50-\$300 +

Preferred pricing on online training (per course)	\$50 +
Preferred pricing on posts to PRSA Jobcenter (per post)	\$100 +
Access to case studies, white papers and members-only research and e-books	Varies
Discounted rates on insurance, shipping, and other professional services	Varies
Organizational Listing in Find-A-Firm Directory	\$200 +
	Total Available Savings
	\$6,000 +

The value immediately covers more than the cost of PRSA membership many times over.

I look forward to sharing the takeaways from my PRSA membership with our organization. Please take a moment to review the information provided in this letter, and consider approving my PRSA membership at your earliest convenience. Visit bit.ly/WhyJoinPRSA to learn more.

Sincerely,

Your Name