

Tips for Gaining Employer Approval to Join PRSA



In today's economy, we know that you need to justify every expense, including spending time and money to join professional associations and attend events, both in-person and virtual. Follow these step-by-step instructions to gain approval from your management to invest in your professional development by underwriting the cost to join PRSA, a community of more than 21,000 public relations professionals:

STEP 1: Review the included PRSA Membership handout to determine which type of membership is best for you, or visit PRSA.org and search for "Membership Categories." Search site for "Member Benefits" to review practitioner benefits of PRSA membership.

STEP 2: Review the included Employer Benefits to PRSA Membership handout (or search "Employer Benefits at PRSA.org) for benefits that your employer will receive with your PRSA membership, including: employee intelligence; industry expertise to strengthen your business; time-efficient, cost-saving employee training; ethics to apply to your everyday business practices; and brand recognition that showcases the organizational talent and work quality.

STEP 3: Use the included Employer Request Letter and Cost/Benefit Summary handout (available electronically by contacting Admin@PRSACT.org) and submit both to your supervisor/management. Consider including the Employer Benefits to PRSA Membership handout as well. These tools will show that the value found in PRSA membership far exceeds the investment your employer will make.

STEP 4: Remind your employer that PRSA represents a wide variety of organizational types. Our members represent business and industry counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

Questions? Send an email to memberservices@prsa.org or call (212) 460-1400.