

# Subject: Conference Attendance Justification

## **[Conference Name]**

I'm requesting approval to attend [Conference Name] on [dates] in [location]. This conference focuses on [key topics], which directly support our current priorities around [organizational goals].

### **By attending, I will gain actionable strategies in:**

- [Skill/ area 1]
- [Skill/ area 2]
- [Skill/ area 3]

### **These insights will be applied to:**

- Improve [metric—e.g., donor retention] by [X%]
- Increase [revenue channel] performance
- Identify cost-saving opportunities in [area]

### **Projected ROI:**

- Increased revenue: \$[X]
- Cost savings: \$[t]
- Efficiency gains: \$[X]
- Total projected benefit: \$[X]

Total cost of attendance: \$[X]

Estimated ROI: [X]%

To maximize the conference's value, I will share key learnings through a team presentation and implement a 60-day action plan.

Given the strong alignment with our goals and projected return, I recommend approval.  
Thank you for your consideration.