Letter of Request to Attend the AFP Greater Toronto Chapter Congress 2019

Dear ________________,

I am writing to request your support in attending the AFP Greater Toronto Chapter’s Congress conference that will be held at the Metro Toronto Convention Centre from November 25-27, 2019.

Every year, approximately 1,000 delegates from across North America attend Congress making it the largest conference on fundraising in Canada. Attending Congress is a one-of-a-kind opportunity that I believe will allow me to gain new knowledge and skills that will be essential to my work.

Congress 2019 will provide me with a valuable experience, furthering my professional growth and development. Congress 2019 offers top educational sessions and inspiring plenary presentations from leading experts in the sector. It is an excellent opportunity to explore new ideas, tools and approaches, and to network with other industry professionals who can share their insights and resources, proven best practices, and help to answer questions and expand my knowledge areas related to my work. By attending Congress, I’ll also secure a significant portion of continuing education points that qualify for my CFRE application / recertification.

The conference is also an exceptional forum to build a network. At Congress, I can directly engage with funding decision-makers from major corporations and foundations, strengthen relationships with peers and partners in the field, and meet with suppliers who can support my work and assist our organization in our fundraising efforts.

Congress offers an excellent return on investment with great deals – this includes a special discounted rates for AFP members, a discounted early-bird rate and discounted group rates. All registration fees include access to all educational sessions and plenaries, onsite networking events and receptions, breakfasts, luncheons, and refreshments. Conference pricing also includes attendance to the 2019 AFP Greater Toronto Chapter Philanthropy Awards on November 27. This prestigious event honours top leaders in the philanthropic community, with the “who’s who” from the sector present.

To qualify for early bird pricing, I would have to register by September 20, 2019.

After the conference, I will develop a plan to implement what I’ve learned by hosting a lunch and learn / workshop / presentation at our office for added value to our team.

Attached is a benefits summary to provide you with more information about the conference. A full list of the conference’s registration fees, sessions and speakers is available on the AFP Greater Toronto Chapter website. I would be happy to answer any questions you may have and thank you for your consideration.

Sincerely,

_______________________________
From **November 25-27, 2019**, join over 1,000 non-profit professionals in attending Congress where you can hone your skills, exchange ideas, harness new technologies and build your network to ensure you’re at the forefront of philanthropy.

This is a once-a-year event that you won’t want to miss! Congress 2019 is all about raising the work - exploring the combination of passion, grit, and intelligence fundraisers need to raise the quality of the profession to meet the challenges of the sector in the 21st century.

With nearly 100 sessions across every area of expertise, Congress is the premier professional development experience for fundraisers providing the support you need to find your edge, take that extra step, and change the world.

**Congress is...Cutting-Edge Professional Development**

- **Gain expertise** from the best in the business to grow your program and maximize your impact and results. Over 80 presenters from across North America are keen to share what they know!
- **Learn practical tips, strategies and solutions** to meet your organization’s fundraising challenges.
- **Discover innovations and what's on the rise in philanthropy.** Whether it’s the latest in major gifts fundraising, building diverse programming, learning about new technologies and digital ROI, or analyzing statistics to build meaningful campaigns, find out what’s new and how you can use it for your cause.
- **Take part in a variety of session formats for all types of learners.** Whether you’re new to fundraising, a seasoned practitioner or in a leadership role, Congress has workshops, presentations, discussions and case studies just for you!
- **Be inspired by renowned plenary speakers** to take your work to the next level.
- **Customize your event experience.** With over 85 unique sessions and a variety of subject areas to choose from, you can tailor your Congress schedule to have a one-of-a-kind experience.

**Congress is...Prime Networking Opportunities**

- **See old friends and new faces!** Congress is THE place for professionals in the sector to come together, with approximately 1,000 delegates in attendance from around the world each year.
- **Expand your network.** Meet people you can exchange ideas and share resources with, and rub shoulders with the sector’s top leaders and influencers who can open doors for your career.
- **Connect with funding decision-makers.** Hear what key business leaders and philanthropists are saying about what makes the perfect partnership.
- **Scout new talent.** If you’re looking for a new team member, you just may find your perfect person at Congress!
- **Be front and centre.** Volunteer to be a session host and you’ll have the opportunity to meet and introduce the speaker(s). Plus, being a session host counts towards CFRE volunteer service points!
- **Create a plan.** What’s your strategy to connect at Congress? Will you connect with delegates in person or digitally over the Congress app? Visit the Exhibitor Hall? Sit with new friends for breakfast or lunch? Arrange to meet-up
during a break? Congress is YOUR time to capitalize on every networking and professional development opportunity!

**Congress is... Top ROI for Your Time and Money**

- **Meet with a host of key contacts in just three days.** Local and international fundraising experts, leading philanthropists and funders, partner agencies and suppliers, colleagues and peers...they’ll all be at Congress!
- **It’s time well spent.** Congress goes beyond “9 to 5” – breakfast starts early and each day is packed with sessions and networking break times. Plus, be sure to check out all of the Congress pre and post events that are happening in the city!
- **It’s a great deal!** Congress has one of the lowest fees for a fundraising conference of its size, and offers additional savings for AFP members and groups from the same organization.
- **Meals are included with your fee.** Enjoy three continental breakfasts, two luncheons, plus refreshments during breaks and at the Opening Reception.
- **Receive free admission to the 2019 AFP Greater Toronto Chapter Philanthropy Awards** and celebrate the best of the best in the profession with the “who’s who” of the sector.
- **Acquire CFRE points to advance your career.** Earn a significant portion of continuing education points (up to 10.5 accredited points) for your CFRE application or recertification by attending Congress.
- **Tag on your own activity and save!** Many national and provincial organizations hold an annual staff skillshare before or after Congress to save on travel and meeting costs.

**Bringing It Home**

- **Apply what you’ve learned.** Determine how you’ll implement the ideas and information you pick up at Congress to improve your work and program’s results, and let your manager know. For example, will you:
  - Develop new approaches?
  - Test new tactics?
  - Implement new tools or technology?
  - Reach new target audiences?
  - Enhance your communications?
  - Improve your cultivation or stewardship strategies?
  - Measure outcomes through a new methodology?
- **Follow up with contacts.** Continue the conversations you started at Congress with an email, phone call or handwritten note to build new relationships and strengthen existing ones.
- **Share key learnings.** It’s important that others in your organization also benefit from your time at Congress. Develop a plan on how you’ll share what you’ve learned and include it in your request to attend Congress to your manager. Some ideas can include:
  - Hosting a “Lunch and Learn” session for your team
  - Producing a webinar to re-cap a session you attended for staff in other locations
  - Distributing session presentations and handouts
  - Writing a “Top Ten” list of tips and lessons learned that everyone in your office can use
  - Writing a re-cap or blog post to share with other AFP members on the AFP Greater Toronto Chapter [blog](https://example.com).

Check back on the AFP Greater Toronto Chapter [website](https://example.com) for the latest updates.

Join the conversation: #AFPCongress2019 #RaiseTheWork.

**Connect with Us!**

[Social media icons]