**< Date >**

Dear **< Supervisor’s name >**,

I’ve been looking for professional development training opportunities that will help me return more revenue to the agency, tell constituents about our agency’s programs, boost our social media, build our brand, engage hunters and anglers and improve our website.

The Association for Conservation Information (ACI) is holding its Annual Conference for communicators July 19-22, 2020 in Santa Fe, New Mexico.

The theme for this year’s conference is “R3 Revolution!” which would be very beneficial to me and in turn, this agency. This year’s conference will feature some great speakers and industry experts focusing on:

* Recruitment, Retention, Reactivation (R3)
* Relevancy Campaigns
* Marketing & Advertising
* Social Media
* Communications

I’ve spoken with several communicators from other states that have attended a previous ACI conference and they tell me they’ve gained valuable information and contacts through this organization. ACI is even offering a limited number of scholarships to help significantly reduce travel costs.

This conference would allow me to discover the most successful social media techniques for increasing our visibility, learn better techniques for telling our story to the public and networking with others in similar jobs.

I am hereby requesting your approval to attend the ACI Conference in Santa Fe this year.

Sincerely,

**< Your name >**