

< date >

Dear < supervisor's name >,

I'm requesting your approval to < become a member / renew my membership > of the Public Relations Society of America (PRSA). As you may know, PRSA is the leading association for strategic communications, public affairs and public relations practitioners at all levels. PRSA currently has more than 18,000 members. It continues to be a leading force by empowering these members to succeed at every stage of their careers through a wide range of professional development, networking and leadership opportunities.

An individual membership costs just \$267 with only a \$50 local chapter fee and grants me immediate access to the following:

- **Professional Development** – PRSA offers members free webinars and on-demand training, discounted certificate programs and other educational programs. Nonmembers pay \$200 to attend just one webinar, so joining PRSA is very cost-effective. PRSA is collectively represented by 100+ Chapters and 14 Professional Interest Sections that host events throughout the country by region and area of expertise; a Section and/or Chapter membership can be added onto a PRSA membership for a nominal fee.
- **Networking Opportunities** – Members get access to MyPRSA online community forum to exchange ideas, get inspiration and share useful resources with fellow PRSA members. Members also receive discounted rates to attend PRSA's signature events including the Anvil Awards and ICON, the premier annual gathering for communications professionals and students.
- **Ethics** – The PRSA Code of Ethics sets out principles and guidelines that uphold the core values of the ethical practice of public relations, including advocacy, honesty, loyalty, professional development and objectivity. The Code exists to inspire ethical behavior, clearly identify malpractice and other improper behaviors, and provide members support on how to avoid them.
- **Publications** – Members receive *Issues & Trends*, a daily email spotlighting the latest headlines and relevant industry information. PRSA also has a monthly newspaper, *Strategies & Tactics*, that features how-to articles, career advice and PR trends.

I genuinely believe that this membership would be a wise investment for our organization, positively impacting our processes and my own professional development. I look forward to hearing from you soon to discuss!

Best regards,

< your signature here >