**Museums As Progress**



September 04, 20XX

Dear Supervisor’s Name,

I’d like your permission to join the Museums As Progress (MAP) Community’s Membership Innovation Group. As a group member, I’ll be able to participate in special guest events and discussions that are directly applicable to my position. Enrollment will also allow me to network with others in the field, learn from colleagues, and, therefore, bring valuable knowledge home to help grow and support our further our organization’s membership program.

How will this benefit your museum/org?

Allowing colleagues across the nation to connect with one another in this manner brings us knowledge that can assist in tackling some of our own institutional issues. The fee is $39 per year.

This fee includes:

* Participation in special guest events that demonstrate how other membership professionals have successfully developed strategies to retain members, regain lapsed members, cultivating new audiences, and more.
* Guidance on best practices related to member experience, renewal messaging, program management, marketing strategies, and budget forecasting.
* Ability to bring our specific questions and challenges to membership experts, including Rosie Siemer, CEO of FIVESEED and author of the book *Museum Membership Innovation*.

At the end of the year, I will prepare an end-of-year summary based on what I learn in the program, including detailed recommendations that further our own institution’s initiatives.

Thank you for your consideration.

Sincerely,

your name