



Dear Sir/Madam:

This letter is to express my desire to represent our school at the upcoming CASE-NAIS conference on January 12-14, 2020 in Atlanta, GA. This program is solely dedicated to independent school advancement, encompassing communications, parent programs, alumni relations, fundraising, and talent management.

Hosted by the Council for Advancement and Support of Education [CASE], this conference will be two days of amazing programming which includes a roster of talented and diverse keynote speakers:

- Roz Brewer, Chief Operating Officer and Group President, Starbucks,
- Judi Holler, Best-Selling Author and Chief #FearBOSS, and
- James Johnson Jr., Distinguished Professor of Strategy and Entrepreneurship, UNC Kenan-Flagler Business School.

There are also several preconference advancement workshops that cover a variety of topics and a special senior leadership forum that is specifically designed for senior-level advancement professionals with 10 or more years' experience and/or those who are currently serving in a senior supervisory role.

Below are some of the benefits of attending:

- Review advancement strategies for equity and engagement
- Find out how to get your parents onboard with new ideas
- Share new possibilities through social media

I believe my attendance and participation at this national annual conference will not only enhance my professional development and network, but also assist with keeping our school well connected and versed within the advancement field.

I welcome any questions you may have regarding this opportunity. You can also learn more by visiting the CASE-NAIS website at <http://www.case.org/casenais>.

Thank you for considering my request.

Sincerely,