

bbcon 2018: Sample Justification Letter

Hello Mr. /Mrs. Manager,

Re: bbcon 2018

I'm writing to ask for approval to attend bbcon 2018—the premier tech gathering for organizations and change agents driving social good—October 9–11 in Orlando, FL. The conference is three days of learning including over 200 breakouts, many of which I can earn CPE and CFRE credits for; opportunities to network with industry experts, Blackbaud leadership, and peers from the social good community; fresh new ideas and inspirational content; and a firsthand look at the transformative technology innovations coming from Blackbaud. At a total cost of about \$XXX, it's the most cost-effective way to ensure that we're getting the most from our Blackbaud investment and should result in immediate ROI.

In particular, I'd like to focus on finding solutions or best practices that could benefit these projects:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

In addition to 200+ expert-led breakout sessions with Blackbaud customers, partners, industry experts and influencer speakers, I will also have access to pre-conference training from the Blackbaud University team of education experts. The opportunity to meet face-to-face with Blackbaud employees and build our relationship is invaluable, and something that I can leverage across the projects I am running this next year. Additionally, there will be 40+ technology and services partners onsite, which means I can walk away understanding the technology landscape and have insights into investments our organizations can make to innovate.

Here's an approximate breakdown of conference costs:

Airfare:	\$ XXX [adjust depending on your departure]
Transportation: (round trip taxi from airport to hotel)	\$ 120
Hotel: (3 nights at \$235) - see complete list of discounted room rates	\$ 717 [\$235/night is the highest rate]
Meals: (3 days at \$50)	\$ 150
Registration Fee**:	\$ XXX [check for current pricing]
Blackbaud University Pre-Conference Training:	\$ 325 [a \$600 value]
Total:	\$ XXX

**Registration fee includes all materials, breakfast & lunch daily and access to session materials post conference.

The earlier I can register, the less expensive it will be. I can submit a post-conference report that will include a summary of all the major takeaways, tips and new ideas that I learned to maximize our current investments in Blackbaud. I can also share relevant information with key co-workers throughout the company.

Thank you for considering this request. I look forward to your reply.