

[insert date]

Dear [insert name] —

[I/We] would like to attend the Jostens National Yearbook Workshop, July 22-25, 2024. Workshops like this one provide advisers and staffs a variety of resources surrounding differentiated instruction, technology in the classroom, deep-dives on media literacy, journalism ethics and more, all tied to 21<sup>st</sup> century skill-building and state and national standards. Specifically, by attending this conference, [I/we] will have a chance to learn about:

- [List topics that are being presented that would directly help your program. Also mention key benefits as to how this will help propel your program forward]

## // INVESTMENT

I am seeking your support for the registration fee and travel expenses, including hotel accommodations and meals, during my stay in San Diego, CA for the event. The total event registration fee for the Jostens National Yearbook Workshop is [price breakdown], which is an incredible value considering the comprehensive array of topics, which you can review at <https://www.jostensevents.com/JNYW23>.

The investment breaks down into these areas:

- **Airfare** — [Add flight expenses, including baggage fees]
- **Transportation** — [Depending on number of attendees, this can vary. Remember to calculate to and from]
- **Housing** — Housing for the Jostens National Yearbook Workshop is included in the registration fee.
- **Meals** — Basic meals for the Jostens National Yearbook Workshop are included in the registration fee.
- **Registration Fee** — [Use this as a selling point to admin. Registration prices tend to rise the closer it is to the date of the workshop/conference]
- **Total** — [total]

This event provides [us/me] an opportunity to enhance [our/my] skills in [scholastic journalism, design, technology, teaching strategies or other workshop focus] while strengthening contacts at the national level. Attendance at this event would be a professional investment, supporting broader and deeper content knowledge that will help our yearbook program to further develop.

Sincerely,

[your name]