Dear [First Name]:

As we work to recruit, enroll and aid the strongest candidates, it’s important that we continue to learn about this generation of students and the issues they face, as well as maintain critical connections with K–12 staff.

For this reason, I’m interested in attending the LEADright Learning Institute being held July 10–15, 2017. The sessions that I’ll have the opportunity to attend will provide me with the knowledge, perspective and materials I need to make a positive impact and help us reach our goals.

Below are a few ways my attendance will pay off for [institution]:

* I will have the opportunity to learn about the latest education trends and innovations so that I can help enhance our recruitment and support efforts for students.
* ADD ITEMS FROM LIST
* I will receive over 12 contact hours of professional .
* I will become energized, inspired and prepared to return with new ideas, actionable plans and the resolve to effect real and sustainable improvement.

The registration fee is ZZZ. The lodging and meals are ZZZ. Airfare is estimated to be ZZZ. I would like your support with [ZZZ] of the total cost.I hope you will find this to be a good investment of time and resources that will deliver real value to our institution.

Thank you for your consideration.

[signed]