Dear [Manager],

As part of my professional development, I would like to request funding for a professional membership that I believe will enhance my contributions to the company. The membership I am interested in is The Curious Tribe. It offers specialised learning and development for internal communication professionals.

This membership is led by Joanna Parsons, one of the world’s most recognised authorities in internal communication. Joanna has won multiple communications awards, is the author of a highly regarded book on internal communications and is a global internal communications consultant working with leading brands. Having direct access to Joanna's expertise, along with her insights and benchmarks from various industries, would be an invaluable resource for me and, by extension, for the company.

The Curious Tribe offers live and on-demand events, networking opportunities and resources to support internal communicators to become more strategic and make more impact at work. This collaborative environment would allow me to learn from and exchange ideas with other internal communication professionals around the world. As a member, I would receive direct feedback and support from Joanna Parsons on key work objectives and projects, helping me develop a more strategic and impactful approach to communications to contribute to the delivery of business goals.

This investment in my professional growth would bring value to the company by equipping me with tools, insights, and strategies that can help us communicate more effectively, drive employee engagement and support our business objectives. The opportunity to stay on top of industry trends and apply good practices from other practitioners would allow me to operate with greater strategic foresight, delivering tangible results to the organisation.

The annual fee for membership to The Curious Tribe is €1,499.

*[Joanna note – VIP package is €2,499 which includes 4 x 1:1 coaching sessions – include whichever price is applicable and then delete this red section]*

Thank you for considering this request. I am confident that an investment in The Curious Tribe membership will provide a strong return for both my professional development and the success of the company’s communication initiatives.

I believe my membership will have a positive impact on [*insert a goal / challenge / project that your boss really cares about]* which would deliver huge value for our team and the company.

I appreciate your support and look forward to discussing this further.

Sincerely,  
[Your name]