

Hint: Be sure to put this on your organization letterhead. Feel free to use imagery from www.revupsummit.org to illustrate your points.

Funding Request to Attend the RevUP Summit

Dear [Manager Name],

I am requesting approval and funding to attend the **RevUP Summit**, the leading annual event for association executives committed to advancing organizational revenue growth. Attending will uniquely equip our team to strengthen our financial health, leading to more impactful work toward our mission.

Why This Matters

Our organization's ability to deliver programs and make lasting impact depends on the strength of sustainable revenue streams across membership, partnerships, sales, events and even more. The **RevUP Summit**, Nov 3-5, 2026, is designed exclusively for association executives, offering targeted skills, innovative strategies, and valuable peer connections that accelerate revenue growth and mission success.

Tangible Benefits

By supporting my attendance, our organization will gain:

- Practical, association-focused business development training.
- Access to a diverse peer network and industry experts.
- Exclusive tools, research, and frameworks for sponsorship, membership sales, and education and digital monetization.
- Opportunities to explore new ideas and return home aligned and energized for success.

Research shows that 86% of association leaders say their business development strategies are underperforming or nonexistent. Investing in RevUP directly counters this gap, enhancing our capacity to build sustainable revenue streams, monetize events and digital offerings, and strengthen cross-team collaboration.

Project/Initiative Alignment

As you know, my work toward the _____ [project/initiative] includes a goal to drive \$__ in revenue in the coming year.

The knowledge and strategies gained at the RevUP Summit will *[Explain how attending RevUP will provide actionable insights, tools, or peer connections needed for this specific initiative's success. Consult the education sessions [here](#).]*

Return on Investment

Traditional sales training can cost up to \$3,000 per employee and often lacks association-specific relevance or ongoing peer support. In contrast, RevUP delivers:

- Deep, focused learning tailored for associations.
- An active community for continued knowledge sharing.
- Cutting-edge content and strategies with measurable business impact.

[As a member of PAR, I can attend RevUP for \$845.]

[I can join PAR for just \$349, then save \$200 on my registration, for a total investment under \$1,200.]

Association staff teams attend RevUP together for shared learning with an emphasis on organizational revenue growth across disciplines.

Group registrations offer cost savings:

- Groups of 3+: save \$100 per person
- Groups of 5+: save \$100 per person, plus complimentary access to pre-event sessions and reserved seating.

Strategic Impact

Participation will boost our team's competence, confidence and capacity to lead revenue initiatives, strengthening both individual and organizational ability to advance our mission.

I recommend approving this investment and registering our staff for the RevUP Summit to accelerate our association's resource engine and maximize impact in the year ahead.

Thank you for considering this request.

Best regards,

[Your Name]

[Your Title]