[Recipient's Name]
[Recipient's Position]
[Nonprofit's Name]

Dear [Recipient's Name],

I am writing to bring to your attention an upcoming opportunity that could significantly enhance our fundraising efforts at [Nonprofit's Name]. The Virtuous User Summit, taking place in Phoenix, Arizona, from July 23-25, 2024, is an in-person event hosted by Virtuous, which offers a comprehensive program, including hands-on workshops, discussions with Virtuous experts, and networking and collaboration opportunities with other nonprofit users. It is specifically designed to help organizations like ours maximize the benefits of the Virtuous platform.

Currently, it feels as though we possess a powerful tool in Virtuous, yet we are not utilizing its full potential—it's akin to owning a Ferrari but driving it like a Corolla. Attending this summit would allow us to unlock the full capabilities of Virtuous and leverage its features more effectively to increase our return on investment.

One particularly exciting aspect of the summit is the opportunity to obtain Virtuous certifications in Responsive Fundraising and Virtuous Administration through two pre-summit sessions on July 23rd. Achieving these certifications would empower our team to increase our expertise on the platform, enhancing the effectiveness of our fundraising initiatives.

The summit's multiple tracks covering Product, Technology, Marketing, and Data make it beneficial for staff to attend from various departments within our organization. Additionally, the case studies presented by other organizations will provide us with practical insights into how they have successfully implemented Virtuous technology to improve their efficiency, save staff time, and boost their fundraising outcomes.

I firmly believe that attending this summit will provide invaluable insights and connections, helping us elevate our fundraising efforts and impact. The knowledge gained in just a few days could be instrumental in achieving our goals and maximizing the time we spend fundraising. You can find more information about the summit at <https://usersummit.virtuous.org/>.

The cost to attend the event is $599 per person, and the Pre-Summit Certification courses are $299 each or $499 for both. I’ve shared an approximate breakdown of my estimated  travel costs below:

|  |  |
| --- | --- |
| Airfare | $xxx |
| Transportation | $xxx |
| Hotel  | $xxx |
| Meals | $xxx |
|   |   |
| **Total** | **$xxx** |

Thank you for considering this request. I look forward to discussing this opportunity further with you.

Sincerely,

[Your Name]
[Your Position]
[Nonprofit's Name]