[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 3rd Annual Virtuous User Summit, taking place in Minneapolis, Minnesota from August 19-21, 2025, 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 in-depth training on automations in the Automation Mastery Pre-Summit Workshop. Getting this hands-on, in-person instruction would empower our team to increase our expertise on the platform, enhancing the effectiveness of our fundraising initiatives and eliminating manual processes, thereby saving considerable staff time.

The summit's multiple tracks covering Product, Technology, Marketing, and Data and Advanced or Beginner content levels make it beneficial for staff to attend from various departments within our organization to attend. 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 register for the event is:

* Early Bird 1/28 – 4/30: $799 ($400 savings)
* Advanced Pricing 5/1 – 7/18: $899 ($300 savings)
* Regular 7/19 – 8/17 or until sold out: $999 ($200 savings)
* Onsite 8/18 and beyond: $1,199
* $50 discount per person with four (4) or more tickets
* Add-On Optional Tickets:
	+ Automation Mastery Pre-Summit Course is $499 for a full day
	+ Women’s Networking Breakfast: $49
	+ Executive Leadership Luncheon: $99

I’ve shared an approximate breakdown of my estimated travel costs below:

|  |  |
| --- | --- |
| Airfare | $xxx |
| Transportation | $xxx |
| Hotel ($234+/nt) | $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]