Tips:

* Your company may already have a policy of reimbursement for professional memberships. Check your employee benefits guide or handbook.
* Customize this letter to meet your needs or use as a guide. Personalize it
* Remember that this is a proposal. Funding for conference could be budgeted under a number of areas such as Training, Management/Professional Development, Technical Training, HR

**Recruitment Flyers:**

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* Consider how you being a member of SWE benefits the company – training, visibility, professional development, leadership, what you can back, etc
* Do your research – SWE website (find additional materials), your company’s current SWE involvement (Corporate Partnership Council, SWE sponsorship), SWE leaders from your company, company leaders who are SWE members
  + Look at the list of companies that are SWE corporate partners or conference sponsors. If your company is already a partner or conference sponsor, your company may already have corporate memberships that you could access.
  + Ask other SWE members at your company for advice on if and how they got their membership paid for. Your manager may not be the person to ask for financial support. If you don’t know other SWE members at work, ask your section leadership if they know any or search the SWE membership directory.
* Develop your SWE resume (all SWE leadership experience and other volunteer positions, examples of competencies developed through SWE like project management, strategic planning, program development, public speaking), SWE leadership plan (what will you and the company/team gain from SWE involvement and leadership experience)
  + SWE leadership is positive exposure for your company (and site or department) as well as professional development for you
* If your company isn’t a corporate partner, you could propose that they become one and you get one of the included memberships as part of your efforts toward increased diversity and inclusion
* Consider the savings your SWE membership could bring to the company through reduced included CEU or PDH courses and other professional development classes (non-member price is $49/PDH or 0.1CEU for SWE webinars)
* Include the professional recruitment flyer to provide your employer more information on SWE
* Don’t stop asking just because you’ve been turned down before. Negotiate.
* Practice your pitch and reach out to other SWE members in your organization for assistance

To: <INSERT NAME>

From: <INSERT NAME>

Subject: 20XX Society of Women Engineers Professional Membership

Date: <INSERT DATE>

Dear <INSERT NAME>,

I am requesting <INSERT COMPANY>’s financial support for my membership and involvement in the Society of Women Engineers (SWE). SWE one of the largest non-profit organizations dedicated to the advancement and empowerment of women in engineering and technology. The annual cost for me to become a member is <Insert Cost from SWE website for membership level>.

I have been a SWE member for <INSERT NUMBER> years, and a <INSERT COMPANY> employee for <INSERT NUMBER> years. My membership with SWE has provided a forum for me to grow as a leader, manager/individual contributer/executive, public speaker and overall engineer. The professional development skills I gain with SWE allow me to reach my fullest potential as an employee at <INSERT COMPANY>.

<INSERT COMPANY> is a major sponsor of SWE, as both a corporate partner and a conference sponsor for SWE’s Annual Conference/WeLocal. <INSET COMPANY>’s sponsorship of my annual membership helps demonstrate the company’s commitment to SWE and investment in promoting diversity and inclusion on the employee level.

**About SWE**

SWE is a 501(c)3 non-profit organization that supports engineers and leaders through networking, professional development and the shaping of public policy, in addition to offering outreach programs and scholarships to inspire young girls to become engineers. SWE champions the value of diversity and inclusion by being a catalyst for change throughout the industry. It is an organization that has supported women for more than 65 years as they seek to be their authentic selves in all stages of their careers and continues to be an organization that I personally value very highly in my own professional development.

The mission of SWE is to stimulate women to achieve their full potential in careers as engineers and leaders, expand the image of the engineering profession as a positive force in improving the quality of life, and demonstrate the value of diversity.

When comparing these values with the mission, vision and values of <INSERT COMPANY>, there are noteworthy parallels to those of SWE in the areas of teamwork, integrity, and respect. In addition, supporting SWE aligns with the organization’s mission for national recognition and providing development opportunities for its employees, as well as the company’s diversity and inclusion goals.

**Personal Involvement and Benefits of SWE**

<DETAIL INFORMATION ABOUT SPECIFIC INVOLVEMENT AND LEADERSHIP ROLES IN SWE>

Examples

* Collegiate Section Leadership, including chairs or event planning
* Professional Section Leadership, including chairs or event planning
* Conference or webinar talks
* Outreach
* SWE leadership such Senate, Region Leadership, Society Office
* Society Committee membership or Chair
* Mentoring
* PDH or CEUs from conference or webinars
* Training you’ve brought back
* Magazine or blog articles you’ve written
* Networking and connections you’ve made that benefit the company or networking access to company executives

Example: I am currently Vice President of the X Section, and have previously served as the section treasurer. I have participated in X outreach events in the last year to promote STEM education. I am also a member of the SWE X committee. This has given me X experience. Last year, I presented a talk at SWE Annual Conference on X and brought back trainings on X. I was able to complete X hours of PDH to maintain my PE at a savings of $X to the company because I was a SWE members. SWE also allows me to network with company executives such as X and X, who are members as well. Financially supporting my membership will allow me to continue to do these things and grow as an X employee.

There also are numerous other professional development offerings and opportunities through SWE’s annual conferences and section events that are directly applicable to my career with <INSERT COMPANY>. These allow me to learn new skills and converse with like-minded professionals, many of whom I can call upon to troubleshoot specific issues in the workplace and possibly recruit into our workforce. My membership would also include access to an extensive library of webinars which may be of interest for me to present to the staff/group/department.

By sponsoring my membership and thereby partnering with SWE, <INSERT COMPANY> would be aligning themselves with a premier organization promoting diversity and inclusion in the workplace.

I hope you will consider the information I’ve presented herein and I welcome the opportunity to discuss it further. Thank you for your consideration and support.

Sincerely,

<INSERT SIGNATURE>