

Subject: Request to join IPMA

Dear [Fill In Name],

In an effort to grow as an employee here at _____ and plan for the future of my department, I have been researching inexpensive professional development opportunities. Recently I came across a resource which I believe would benefit me greatly in my work.

The resource I have identified is an association called the In-Plant Printing and Mailing Association (IPMA) Their current annual membership fee is \$325. The IPMA mission, as stated on their web page, is to guide, educate, and support in-house print and mail professionals toward growth and successful service to their parent institutions. They currently have almost 700 members from various industries including Corporate, Financial Services, Healthcare, Higher Education, Government, K-12, Municipalities, Non-profit Organizations and Religious Institutions.

I think, based upon what I am seeing, this would not only benefit me, but it would also be great resource for my department. If I am permitted to join IPMA, here are some of the benefits I believe we would get from our membership:

- IPMA is the only association I could find that supports and educates in-plant print and mail professionals across all industry segments. The opportunity to learn from and network with employees from other in-plants would be worth the price of membership
- IPMA's annual conference, their webinars, and their locally organized events offer outstanding educational material. Having access to these professionally organized functions will allow me to network with leaders from other, successful in-plants
- IPMA's Community Exchange is the only on-line resource I have found that provides access to on-line networking and a library full of industry-specific resources such as white papers, case studies, and sample business documents.
- IPMA would also provide me with increased access to equipment and software specialists. And, as I research our own departmental needs, IPMA membership would allow me the opportunity to connect me with my peers who can provide me with testimonials of their experiences working with these vendors.
- IPMA offers dedicated boards for posting job vacancies or buying and selling equipment;
- IPMA has an advanced educational program involving certifications and membership to the Franklin Stamp & Ink Society (a unique group of professionals who have demonstrated leadership and advanced knowledge in the fields of print and mail)
- IPMA membership will allow me access to surveys conducted specifically to identify trends relevant to our in-plant's processes, our service, our productivity, and our pricing
- IPMA has an annual awards program, which is a great way for our in-plant to earn recognition and respect here, within our organization as well as throughout the in-plant community

As an IPMA member, I will have access to a wealth of resources and support designed specifically to meet the needs of in-plants. These resources will equip us to solve problems, conduct our work more effectively, help us keep our team motivated, and help us stay up to date

with the latest industry trends.

In the long run, I also believe our membership in IPMA could save our organization time and money. It has been my experience that there are plenty of vendors and consultants available to meet with me to talk about the future of our in-plant but they do not always appear to have our best interests in mind. IPMA's association bylaws state as their objectives that they will:

- Provide print and mail professionals the resources they need to attain greater productivity and cost effectiveness.
- Provide a forum for education, networking and professional development.
- Embrace and promote technological innovations in the industry, and resulting environmental and safety controls.
- Promote and recognize excellence within the in-house printing and mailing industry.
- Advocate for the in-plant business model
- Promote high ethical standards.

With your permission, I'd like to join this association so that we can begin enjoying these benefits as soon as possible.

Thank you for considering this request,

<insert your name here >