**­­**

**Do you need to make a case to your company’s leadership for becoming a ConnexFM member?** Use the template below to explain what you’ll get as a member, what value that will bring to your organization and how a membership will support your success. We’ve provided a guide to get you started, but there’s room for you to customize the letter, as needed. Wherever you see <Insert …> or <Customize…>, we’ve left space for you to make this letter your own.

Dear <Insert Your Supervisor’s Name>,

I recently learned more about a non-profit association called ConnexFM. If you’re not already familiar with this group, it is the trade association that supports the multi-site facilities management industry. Previously, the association was called the Professional Retail Store Maintenance (PRSM) association. The association rebranded itself as ConnexFM to welcome facilities teams from not only retail, but also from multi-site healthcare, food and beverage, finance and other sectors.

A ConnexFM membership can help us achieve our goals, including: <Insert Mention of 3-4 of Your FM Team’s Goals for the Year such as “expanding our supplier network, improving our use of technology in managing maintenance requests, increasing our FM training, and reducing costs.”>

Based on our needs, ConnexFM can help us achieve our goals by:

< Customize the list below to choose the things that speak directly the goals you inserted above.>

* Reducing the cost for our team to attend ConnexFM’s annual conference and tradeshow through their members-only Hosted Buyer Program where they cover the cost of registration, airfare, hotel and travel (up to $XXXX per person).
* Increasing the exposure for our open FM jobs through free job board advertisements (a $100 value).
* Improving our team’s leadership skills through participation in a ConnexFM council or committee (exclusive to ConnexFM members).
* Reducing the time we spend researching problems by giving us a private online group where we can ask questions and get answers from other FMs.
* Saving time spent searching for new potential supplier partners through the members-only supplier directories that are searchable by service category and geographic areas.
* Energizing our team to grow in their careers through participation in the ConnexFM Mentorship Program.
* Keeping our team up to date with industry trends and linking us to other FM professionals that share the same everyday struggles and rewards.
* Connecting our team to FM resources such as FM tools, templates, white papers and free online courses, only accessible through membership

I am seeking your support for <Insert Your Company’s Name> to become a ConnexFM member. The membership dues are tiered based on our number of locations. With <insert the number of your locations> locations, our membership dues would be <[Choose your price based on the dues categories online ($350/$575/$900/$1100/$1,500](https://www.connexfm.com/membership/multi-site-retailer-membership)> annually.

There are a few additional costs that we could plan for to fully take advantage of ConnexFM’s resources, but these are optional. The potential additional costs include:

* $29 per person to attend a Connexion event, which brings together ConnexFM members in person to learn about hot topics and connect with FMs and potential supplier partners to learn what others are doing.
* Approximately $450 in airfare, $198++ per night for a 3-night hotel stay and $99 for registration per person to attend the ConnexFM Mid-Year Conference where a selection of 100 suppliers will exhibit and FMs will gather to learn about the latest trends in the industry. MidYear registration includes: 2 Receptions, 2 Continental Breakfasts, and 2 Lunches so budgeting for other meals during the event should be minimal.

I hope you’ll agree that the return on this investment with the ConnexFM membership is more than enough to justify joining the association.

Sincerely,

<Insert Your Name and Title Here>