[Date]

Dear [school administrator],

Knowledge is power, and in the spirit of making a more powerful impact in the lives of my students, I would like to attend the **International Literacy Association (ILA) 2020 Conference**.The conference will be held in **Columbus, OH, October 15–18, 2020.**

ILA’s conference is the premier event for literacy professionals worldwide, and this year’s theme is **Shaping the Future of Literacy: 2020 Vision**. We will imagine what the field of literacy education could look like 10 years from now—and work together to forge the path from where we are right now to where we need to be. I hope you will agree that attending ILA 2020 would be a transformative opportunity for me as an educator, and for our [school/district/other], for the reasons below:

1. **An ILA conference is an unparalleled professional learning experience.**

I will have the opportunity to build my own professional learning agenda and to examine the latest research and trends in the classroom at ILA 2020. With more than 300 educational sessions from which to choose, I will be able to attend those that focus on the challenges our [school/district/other] is currently facing.

1. **I’ll learn from the best and brightest in literacy and network with colleagues from around the world.**

The conference sessions and workshops feature renowned literacy leaders, educational experts, and award-winning children’s literature authors, and their knowledge and motivation will expand what I know about literacy and help me achieve the goals set by our [school/district/other]. I’ll have the opportunity to connect with fellow educators to grow my professional learning network and learn new teaching methods in play at other [schools/districts/other] around the globe.

1. **The knowledge I will gain will benefit our [school/district/other].**

At ILA 2020, I will gain valuable inspiration and useful resources from speakers, exhibitors, and other educators. This information will help me learn how to bring literacy to my practice in unexpected ways and to embrace my role in creating a more literate world. I will share what I have learned with the staff of our [school/district/other] to help others transform their teaching practice for the better, so that we as a [school/district/other] can improve our overall performance.

For your convenience, I have attached estimated costs for ILA 2020 on the following page. Please consider this worthwhile investment that will offer returns for years to come, and please feel free to visit the conference website ([ilaconference.org](http://www.ilaconference.org)) for more information.

A choice of words is a choice of worlds. I hope that you'll choose "yes" and open a whole new world of experiences for me as a literacy educator (and, in turn, our [school/district/other]). With just one word, you can transform lives through literacy!

Thank you in advance for your consideration.

Sincerely,

[Name]

**Estimated Costs for ILA 2020**

The costs to attend the ILA 2020 Conference are the registration fee, travel expenses, hotel, and a meal per diem.

Please note:

* Advanced Registration rates (ending September 16, 2020) are the best value; Standard Registration rates will be higher.
* All costs below are based on registration before the Advanced Registration rates end on September 16, 2020.
* There is limited availability for Institute Day and Intensives Day.

Estimated costs are based on Advanced Registration rates:

**Core Conference Registration (Friday, 10/16 & Saturday, 10/17)**

$280 for ILA members and $330 for nonmembers

**Institute Day Registration (Thursday, 10/15)**

Admission for one institute only on Thursday

$180 for ILA members and $285 for nonmembers

**Field Trip Registration (Thursday, 10/15)**

Admission for one institute only on Thursday

$115 for ILA members and $145 for nonmembers

**Intensives Day Registration (Sunday, 10/18)**

Admission on Sunday only, which includes a breakfast. Choose between the Children’s Literature Intensive or the Research Intensive.

$155 for ILA members and $185 for nonmembers

**Airfare:** [fill in blank]

**Transportation to/from Hotel:** [fill in blank]

**Hotel:** $165–$209 per room, per night (taxes are 17.5% per room, per night and subject to change)

**Meals:** [fill in blank]

**Total:** [fill in blank]

Thank you again for your consideration!