



ASBN Conference - Convince Your Leadership Letter

To share this with your manager, just copy and paste. Update the highlighted areas to suit your unique needs. Send, and voila! You're on your way to attending the Business, Policy and Purpose: The Business of Democracy Conference.

To: [Manager's Name]

Subject Line: Request to attend ASBN's Business, Policy and Purpose: The Business of Democracy Conference Oct. 2025

Hi [Manager's Name],

I would like to request approval to virtually attend the [Business, Policy and Purpose: The Business of Democracy Conference](#) (Oct 21-23), 12-3:30pm ET daily. This event will bring together business leaders, policy experts, and community advocates across diverse sectors to explore how business can be a powerful force for democratic resilience, inclusive economic growth, and community empowerment.

With pivotal elections ahead and increasing stakeholder demands for corporate civic responsibility, this is a timely opportunity to ensure our work is informed by emerging best practices and aligned with the broader movement of purpose-driven business.

*While our organization may not directly engage in policy, attending will provide valuable context to understand the evolving bipartisan policy and civic landscape, which will impact our operations and future planning, while allowing us to connect with a wide range of cross-sector industry experts, and identify ways to align our business values with civic action to strengthen our brand and community impact.

Conference Themes:

- **Day 1:** Business as a Force for Democratic Resilience
- **Day 2:** Rewriting the Rules for an Inclusive Economy
- **Day 3:** Building Community Power and Collective Action

Keynotes:

- [Rick Steves](#) (Headliner) - Host of public television's "Rick Steves' Europe" and best-selling author
- [Paul Rice](#) (Opening Keynote) - Award-winning social entrepreneur and Fair Trade USA founder
- Women Leaders Power Panel: Leaders from [Ceres](#), [B Lab](#), [U.S. Impact Investing Alliance](#), [Democracy Forward](#), and more
- All session recordings for ongoing team training

Key Benefits of Attending:

- **Actionable Insights:** Learn strategies to align business values with democratic engagement, advocacy, and inclusive growth.
- **Networking:** Build connections with ASBN's network of leaders from organizations like Ben & Jerry's, ECOS, and Seventh Generation.
- **Practical Tools:** Access to 25+ sessions (with recordings), policy briefings, and resources we can apply to strengthen our work.
- **Strategic Alignment:** Supports [insert project/initiative here], ensuring our work is informed by national best practices and connected to a community of forward-thinking businesses.
- **Knowledge Sharing:** I'll provide a post-event report with key takeaways, best practices, and recommendations that can directly benefit our strategic priorities.

Low Barrier to Entry:

- Individual registration: \$250

If approved, I'll share a proposed session schedule in advance and deliver a post-event recap highlighting key takeaways, best practices, and recommendations to maximize the value of this investment.

Thank you for considering this request. I am confident this conference will provide both immediate and long-term benefits for our organization. I look forward to your response.

Best regards,

[Your Name]

[Your Title]

[Contact Information]

*Keep or delete based on organization.