



ASBN 50% Off Membership - 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 joining ASBN.

To: [Manager's Name]

Subject Line: Strategic Request: ASBN Membership - 50% Off Limited Time + Immediate Conference Access

Hi [Manager's Name],

I'm requesting approval for our organization to join the [American Sustainable Business Network](#) (ASBN) during their current 50% off membership drive, which provides immediate strategic value and significant cost savings.

Why This Timing is Critical: With pivotal elections ahead and increasing stakeholder demands for corporate civic responsibility, [ASBN membership](#) positions us ahead of policy shifts, regulatory changes, and the growing expectation that businesses play a constructive role in democracy, while remaining bipartisan in our efforts, but still protecting the policies that help our business grow. This isn't just about compliance—it's about competitive advantage and brand differentiation in a purpose-driven marketplace.

Immediate ROI: What We Gain from Day One

Instant Conference Value

Complete team access to [Business, Policy and Purpose: The Business of Democracy Conference](#) (Oct 21-23), 12-3:30pm ET daily, featuring:

- [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

Strategic Intelligence Pipeline

- Monthly Policy Forum calls with ASBN's policy specialists—get ahead of regulatory changes before they impact our industry
- Exclusive research and trend analysis to inform strategic planning
- Early insights on demographic shifts, stakeholder capitalism trends, and civic engagement expectations

High-Value Network Access

- Direct connections with Fortune 500 leaders, policymakers, and innovative entrepreneurs
- Member directory access to hundreds of purpose-driven organizations
- Invitation-only advocacy events and policy briefings

Competitive Positioning Tools

- Thought leadership opportunities to elevate our organization's visibility
- Case studies and frameworks from companies successfully integrating purpose with profit
- Members-only webinars and practical toolkits for immediate implementation

Investment & Savings Analysis

*Our membership tier: [Select appropriate tier - See below]

- Regular Price: \$[X]
- Limited-Time Price (50% off through Oct 20): \$[X/2]
- Conference value alone: \$500+ per person
- Total first-year membership value: \$10,000+ in resources, training, and network access

Bottom line: The membership pays for itself through conference access alone, while providing year-round strategic intelligence and networking that would cost significantly more through consulting or individual event registrations.

Strategic Alignment

This membership demonstrates our commitment to:

- **Market Leadership:** Positioning alongside forward-thinking companies navigating the intersection of business and democracy
- **Risk Mitigation:** Staying ahead of policy and regulatory changes that could impact our operations
- **Stakeholder Value:** Meeting growing expectations for corporate civic engagement and transparency
- **Team Development:** Providing our team with cutting-edge insights and professional development opportunities

The 50% discount expires October 20, making this a limited-time opportunity to join a network that's becoming increasingly vital for businesses operating in today's socially conscious marketplace.

I'm confident this investment will deliver measurable returns through enhanced strategic intelligence, valuable partnerships, and positioning that differentiates us from competitors. I'm happy to discuss this further and would appreciate your approval to move forward before the discount expires.

Best regards,

[Your Name]

[Your Title]

[Contact Information]

*Customize membership tier pricing based on your organization's revenue category below.

- **Organizational Membership**
 - Emerging Business (annual gross revenue under \$250K): \$250
 - Small Business (annual gross revenue of \$250K to \$5M): \$950
 - Medium Business (annual gross revenue of \$5M to \$15M): \$6,000
 - Large Business (annual gross revenue over \$15M): \$17,500
- **University Membership**
 - Community College: \$500
 - Public University: \$1,500
 - Private University: \$3,000
- **Affiliate Membership**
 - State Affiliate (cross-sector business community within a state/region): \$1,000
 - Industry Affiliate (association, network, or membership-based group): \$1,500
- **Individual Membership**
 - Sole Proprietor: \$250