**JUSTIFICATION EMAIL: Becoming an IECA Member**

To: <DECISION MAKER NAME>

**Subject: Investing in <COMPANY> with a 2021 IECA Membership**

Dear <DECISION MAKER NAME>,

One of the things I have learned through this past year is there is no better investment than in yourself. In that end, I believe one of the most important aspects of my job with <YOUR COMPANY NAME> is to do what I can to ensure that I have the tools, skills and resources to deliver the highest quality and reliability as a <YOUR TITLE>. To continue to do this, I would like to recommend that we purchase an IECA membership subscription for myself and perhaps even others at <YOUR COMPANY> that may benefit.

The International Energy Credit Association (IECA) continues to develop new programming, events, and networking opportunities in a continued effort to deliver value to our company and industry. The IECA supports the energy credit industry through providing **advocacy** and **solutions** to industry challenges and opportunities, as well as education (both online and in-person) so that members continue to have the resources and toolkits to succeed in today’s ever-changing market.

As an IECA member, employees <or include JOB TITLE> at our company will receive numerous benefits and savings on IECA events, education, and industry tools and forms. Also, each IECA employee under <COMPANY> will have access to the full IECA member directory. In addition, IECA membership will benefit <COMPANY> in that each member will continue to be kept up to speed on industry policies and topics. Being an IECA member allows me to join a myriad of networking and education working groups where I can discuss industry matters and solutions with other professionals around the globe.

For a nominal fee of only <$375 or $425> per year, each IECA member can save <COMPANY> hundreds of dollars. Please see that attached value toolkit, which provides additional details IECA membership value and benefits.

I strongly believe this is a worthwhile investment for <COMPANY>, and with your approval, I’d like to proceed on purchasing an IECA membership for myself.

<YOUR NAME>

*<YOUR TITLE>*