Dear \_\_\_\_\_ (Manager/TTO Director’s Name),

I’d like your approval to become a memberof AUTM, the world’s largest Association of academic technology transfer professionals. As our office looks to the future, I know we’re thinking about how we can improve our **<corporate engagement / licenses / royalties / deal making / compliance / marketing / portfolio management>**. An AUTM membership will help me develop skills, gather knowledge and tap the expertise needed to tackle these challenges.

**AUTM Membership Benefits**

* **Budget-friendly Professional Development.** Members receive deep registration discounts for AUTM’s professional development courses, Annual and Region Meetings, and 20+ free webinars each year (a $3000 value). These programs will keep me up-to-date and build skills to address the opportunities and challenges our office faces every day – from compliance to licensing, managing IP portfolios to structuring deals.
* **Sharing Best Practices.** Members have access to AUTM’s comprehensive, four-volume Technology Transfer Practice Manual. The Manual includes examples of best practices, and sample agreements and templates we can use to negotiate with potential partners.
* **Benchmarking Against Peers.** AUTMMembers receive discounted access to the Association’s annual Licensing Activity Survey and STATT database – the industry’s most comprehensive data about patent and licensing activity.
* **Networking.** With an AUTM membership, I’ll have access to the Association’s Member Directory and online communities, providing me instant access to more than 3,000 technology transfer professionals who interact year-round, sharing insights and best practices.

Perhaps most important, I’ll take what I learn from my membership and share it with our team. We’ll use AUTM’s tools and know-how to develop new strategies for our office, which will positively affect **<organization name’s>** bottom line.

Membership is **$370**. I’m confident we’ll see a strong and immediate return on our investment. I’d like to discuss this with you at your convenience.

—(Your Name)