

## Making the Case for Training (Sample Letter)

Hi [name],

The Ballot Initiative Strategy Center's ballot measure training program: *HOW WE WIN: Building Equitable and Transformational Ballot Measure Campaigns* is receiving new applications and I am very interested in applying to their one-of-a-kind training program. Applications close on Friday, September 10th.

If I am accepted to the program, I will focus on developing new and improved ballot measure skills to build winning equitable and transformational campaigns with a team of experts behind me, and a community of peers that can help support my continued growth as a leader.

The training program offers extensive training that ranges from LIVE, interactive workshops to pre-recorded training courses, templates, checklists, fundraising guidance, expert seminars, and a virtual community of peers to learn from and share ideas and challenges.

The training program costs XXX. I estimate that I will need to spend 2-4 hours per week on this program. [Insert details of how you think your existing work will be affected and what suggestions you have to offset that or shift responsibilities.]

This training program is an excellent opportunity for [organization name] to demonstrate leadership and our commitment to equity and our community via a ballot measure training program that emphasized racial equity through every part of the campaign lifecycle. Graduates of BISC's training program have gone on to lead and win many ballot measures and continue to train with BISC to improve their skills, build their community, and continue to center racial equity in their work.

To learn more specifics about the program, [here's their training website](#).

Thanks in advance for considering my request. I'd love to chat more about this opportunity and answer any questions you may have.