**Tip:** Use this template to help communicate the value of an IFMA membership to your boss or organization. It is designed to help you best position the benefits you and your organization will get by becoming a part of IFMA.

Feel free to add, edit, or delete anything, and customize it to best fit your proposition. Good luck, and **we look forward to you becoming a part of the strongest facility management network in the world.**

**Dear <<[Awesome Boss]>>,**

I would like to ask for approval to join the **International Facility Management Association (IFMA)** ([ifma.org/membership/membership-benefits](http://ifma.org/membership/membership-benefits)).

There are a number of professional associations, but as a facility professional, IFMA looks to offer the best training, education and resources for us to improve our facility operations, stay ahead of the competition and positively impact our bottom line.

After looking at a number of other facility management and trade associations, I’m confident that IFMA is the best choice for its unmatched thought-leadership and globally recognized credentials. They have existed for over 40 years and are considered *the association* for facility professionals serious about managing facilities more efficiently.

With the training and education I’ll get as a member of IFMA, I can see a number of ways we can improve our team and facility performance:

* + I’ll be able to share **key insights, research and best practices** back with the team to improve overall effectiveness
	+ I’ll have access to **over 1,200+ articles, videos, templates and other resources** that will help us improve our processes
	+ We will have **access to over 20k+ facility managers and FM & CRE professionals** so we won’t have to re-invent the wheel and can lean on others for best practices and solutions
	+ I can leverage the **globally recognized training, events and credentials** they offer to increase the prestige and recognition of our organization

**Advantages for our company**

A membership with IFMA will help our company to:

* Reduce unnecessary operations and maintenance costs
* Improve team performance and effectiveness
* Enhance facility cleaning and maintenance, among other operations
* Inform leadership, strategy and project management to improve overall facility operations
* Collaborate more effectively across our teams

**My personal advantages**

I sincerely appreciate the opportunities to grow as a professional in our company, and I’m very excited about this membership because:

* I will get the chance to learn from world-leading industry experts that have solved the same challenges we face
* I can use the knowledge and learnings from IFMA to strengthen our teams and work more efficiently
* I will belong to a community that is investing in making our facility operations more effective and helping me grow as a professional and a leader in the process

**Some of the Benefits of Membership**

|  |  |
| --- | --- |
| Benefit | Description |
| Knowledge Library | Access to over 1,000+ articles, how-to guides, templates and resources |
| Engage Forum | Connection to thousands of other facility professionals |
| Member discounted pricing | Exclusive discounts on events, research, books and more |
| Industry news & thought-leadership | Learn from the best leaders in the industry with new content and insights delivered weekly |
| Chapters, councils and communities | Grow local and global connections with facility management professionals worldwide |
| FMJ magazine | Industry insights and best practices written by facility managers for facility managers |
| Awards and recognition | Get recognized for our contributions and successes in the FM industry |
| Brand recognition | Global brand recognition and establish us as a thought leader in the industry |
| Free industry webinars and training | Member exclusive webinars, live streams, virtual training, courses and more |
| Respected in the FM community | Grow our name and our brand in the FM industry |
| Leverage support and know-how from experts | Get access to the best and brightest in the industry and solve problems faster without having to re-invent the wheel |
| Best practices | Learn the best and most efficient ways to solve FM problems and ultimately save money, time and resources |
| Address real-world challenges | Get tips, advice and guidance on how to manage and resolve real-world challenges (like building sustainability) |
| Keeping up with cutting edge best practices and trends | Ensure we’re always up to date on the latest and most effective strategies for managing our facilities |
| Smarter, more competent workforce | Train up our current workforce and ensure the next generation of staff are well-trained and equipped to continue delivering results |
| Cross training and upskilling FM | Teach the team the best practices and insights gained from being a part of the IFMA community |
| JobNet - discounted job postings (for company) | Our company will get the opportunity to post targeted job listings to recruit top-tier FM talent |

I’ve done a lot of research on the best learning options for myself as well as our organization, and I really feel this could be a great opportunity to bring a lot of new information and insights to the team and improve our overall effectiveness.

I very much appreciate you taking the time to consider this opportunity, and I think this could be a great investment for our entire company.

Thank you,
**<<[Your Name]>>**