Dear BA Manager,

**Re: Value of IIBA Membership and Benefits for Our Company**

I would like to join International Institute of Business Analysis (IIBA), the world’s leading association for business analysis professionals. IIBA® has over 27,000 members in more than 100 countries around the world, and offers many valuable tools and resources that can help me advance my career and perform better in my daily business analysis role.

The cost of a one-year membership is $125 USD and includes the following benefits for a total value of more than $1,230:

* **$700 value** – Online Library of 300 BA and business books (based on annual subscription)
* **$30 value** – personal use license to a PDF copy of *A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide)*, the globally recognized standard for the BA profession
* **$95 value** – Business Analysis Competency Assessment™ to evaluate my BA skills and identify areas for improvement
* **$15 value** – personal use license to a PDF copy of the *Agile Extension to the BABOK® Guide*
* **$25 value** – personal use license to a PDF copy of the Business Analysis Competency Model
* **$125 value** – Certification of Competency in Business Analysis™ (CCBA®) or Certified Business Analysis Professional™ (CBAP®) exam discounts
* **$240 value** – Building Business Capability (BBC) Conference discount
* Plus, members-only webinars, publications, use of the IIBA Member Logo and much more.

As you can see, the resources offered by IIBA can help me improve my career and aspirations as a business analysis practitioner and will benefit our organization. I am hoping you will agree to pay the membership fee, and would like to schedule a meeting with you to discuss further.

Thank you for your consideration.