

Are you looking for language that could help you persuade your supervisor to purchase the Career Agent Track? We've got you covered! You can take the mock letter format below and make it your own.

## Mock Supervisor Letter

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Dear Supervisor:

I am very grateful and excited to have joined the fundraising team – I know I can help make a difference!

And I know there is much to learn about the best research practices and how to apply those practices to support the team. Donor relationship building takes time and I need to help you and the team get in front of the best prospects as soon as possible.

Creating this position for me happened because the need for our services is great, and that of course means we need more fundraised dollars. [Change or add to this to reflect all the things that are really happening. Is leadership planning a campaign? Were more major gift officers just hired?]

But it will take time to get this position fully up and running for reasons such as the following:

1. It is well-known in the field that prospect research is learned through acquiring new knowledge, practicing the skills, and receiving feedback. Training is time-consuming.
2. Everyone here is busy – because we are growing! It is a lot for me to get the one-on-one onboarding for items such as navigating our organization's culture, internal networking, database practices, and everything else. Research training is an ongoing, long-term need.
3. As the solo researcher, I don't have an in-house team to learn from. I will need to network with other researchers to better understand how to put things into practice.

To expedite the process, I discovered a training designed exactly for someone like me who is new to prospect research! It's an online, on-demand bundle of courses called the Career Agent Education Track.

The bundle includes the following:

- 12-month course access:
  - Essentials for Successful Fundraising Research
  - Introduction to Prospect Profiles
  - Capacity Ratings Workshop
  - Foundations in Fundraising Analytics
- Instructor feedback on homework
- 12-month access to monthly group coaching calls – This could make a tremendous difference for implementing what I learn!
- Full textbook PDF download for each course

If you're willing to invest in me with this training, I will be able to markedly shorten the time it takes for me to learn how to prioritize our donors, deliver donor profiles, and generally to start solving fundraising problems with information and data. I'll be learning from leaders in the industry and my peers.

The price is \$1,250 for 12 months. It would cost more for me to travel to a conference! And I gain access to everything from the first day of purchase. I'm willing to put in the time and the sweat equity to learn everything I can to further our fundraising efforts and our mission.

I look forward to hearing your thoughts on this training opportunity and please let me know if you have additional questions.

Thank you in advance for considering.

Sincerely,

*Your New Hire*



# Career Agent Education Track

## Purchase Request

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Aspire Research Group LLC  
d/b/a Prospect Research Institute  
12094 Anderson Road, Unit 211  
727.202.3405 x700  
FEIN: 26-3920865

Invoice for | YOUR ORGANIZATION

Item Type	Description	Quantity	Unit Price	Amount
Education Track	Career Agent Track <ul style="list-style-type: none"> <li>• 12-month course access:               <ul style="list-style-type: none"> <li>○ Essentials for Successful Fundraising Research</li> <li>○ Introduction to Prospect Profiles</li> <li>○ Capacity Ratings Workshop</li> <li>○ Foundations in Fundraising Analytics</li> </ul> </li> <li>• Instructor feedback on homework</li> <li>• 12-month access to monthly group coaching calls</li> <li>• Full textbook PDF download for each course</li> </ul>	1	\$1,250	\$1,250

**Amount Due \$1,250**

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### Notes

Please make all checks payable to Aspire Research Group LLC  
Questions? Email crystal [at] prospectresearchinstitute.org  
Thank you for the opportunity to be of service!