

Subject: Professional development request: Fall Nonprofit Comms Cohort with Julie Masson

Hi [Boss's Name],

I'd like to request support to participate in a professional development program this fall that I believe will directly benefit my work and strengthen our overall communications strategy.

The [Nonprofit Comms Cohort](#), led by Julie Masson (a Chief Communications Officer for nonprofits), is an 8-week virtual program running from September through October. It's designed specifically for nonprofit communicators and helps participants build a clear, strategic communications plan for the year ahead—with a strong focus on real-time application rather than abstract theory.

Julie brings significant experience to the table. She led communications for the policy arm of the largest Protestant denomination in the U.S., managed high-stakes national media crises (including ones involving Supreme Court cases), stepped in as interim comms lead during a major executive transition, led a full rebrand and website overhaul, and executed high-impact campaigns that built trust and sold out major events.

Here's what sets it apart from typical trainings or conferences:

- It's a small group, so I'll get direct feedback from a seasoned CCO on our messaging calendar and personalized support
- I'll work on *our* actual 2025/2026 comms plan, not hypothetical exercises.
- There's built-in accountability over 8 weeks, not just a single day of inspiration like at a conference

There are two participation options:

Full Cohort Experience – \$1,250

- Weekly 60-minute live training sessions
- Slack access to Julie and other participants for real-time feedback and collaboration
- Personalized review of our messaging calendar by Julie
- Tools and templates to build a strategic communications plan

Sessions-Only Option – \$750

- Weekly 60-minute live training sessions
- Tools and templates to build a strategic communications plan
- (No Slack access or personalized feedback from Julie)

I'm requesting support for the [insert which option you're requesting](#).

Thank you for considering this request. I'm confident that investing in this cohort will provide a strong return both in my growth as a communicator and in the clarity of our organization's messaging.

I believe this experience will have a direct, positive impact on [insert a goal, challenge, or project your boss cares about](#) and bring lasting value to our team and mission.

Happy to talk more or share details. Thanks again!

[\[Your Name\]](#)