Blackbaud *University Day*:   
Sample Justification Letter

Hello Mr./Mrs. Manager,

Re: Blackbaud *University Day* at **bbcon 2017**

I’m writing to ask for approval to enhance my overall **bbcon 2017** experience by attending Blackbaud ***University Day*** **on October 16 in Baltimore, MD**. Blackbaud *University Day* is the new preconference event exclusively dedicated to Blackbaud University **Learn Lab** training sessions. The day will offer a mix of sessions related to the products we use (such as {add relevant product name(s)}), products we’re interested in, and *Nonprofit Workshop*strategy sessions that focus on techniques and industry best practices.

Even better, I can earn Continuing Education credits for attending many of these sessions. All *University Day* sessions qualify for CFRE credits and many are also eligible for CPE credits.

***University Day* is also a great value.** It’s $600 worth of Blackbaud training for only $325, almost half the price! The opportunity to engage in-person with Blackbaud trainers and interact with fellow {add relevant product name(s)} users is invaluable, and something I can leverage across the projects I am managing, as well as my daily responsibilities.

While I’m excited about all of the *University Day* sessions, I’d really like to focus on the following:

• [session title and description]

• [session title and description]

• [session title and description]

Attending these sessions will accelerate my learning and build my {add relevant product name(s)} skills to help maximize the impact of our Blackbaud solutions across the organization.

Thank you for considering this request. I look forward to your reply.