



Dear Business Owner/Community Leader:

I am writing to formally request your financial assistance in support of the Public Relations Student Society of America (PRSSA) chapter at the University of Texas Rio Grande Valley. It is our organization's mission to ensure that the students at UTRGV are fully equipped with the necessary professional skills they need to enter the public relations field, post-graduation.

PRSSA is made up of more than 11,000 members to create more than 300 chapters in the United States, Columbia, Argentina, and Peru. Our organization at UTRGV is in its inaugural year and is set out to provide our members with the best possible public relations opportunities the Rio Grande Valley has to offer.

The PRSSA chapter at UTRGV wishes to participate in the PRSSA National Assembly in Seattle, Washington in March 30, 2017. The National Assembly is a weekend of interactive workshops that aims to increase awareness of PRSSA's national programs and enhance leadership skills. This opportunity provides local and national level leadership training, forges a stronger relationship between the chapter and the National Committee, and builds our knowledge of national PRSSA benefits.

Our chapter has set a goal of raising \$800 per member to ensure participation in the National Assembly. This monetary donation will provide each member with enough funds to participate in the National Assembly and help with travel arrangements and hotel accommodations.

We appreciate your time and we will be contacting you soon to answers any questions you may have.

Best Regards,
Karla Leal

President, The UTRGV Chapter of
Pubic Relations Student Society of America