

## **Making the Case to Attend PEAK2020**

So, you want to attend PEAK2020 in Seattle on March 9-11, 2020? Great! Now it's time to make the case to the decision-maker in your organization!

Below you'll find talking points and ideas to consider to help you advocate for yourself to attend PEAK2020.

### **Talking Points**

Here are a few compelling reasons why your foundation's investment in PEAK2020- and you- is worthwhile:

**PEAK2020 is a unique opportunity as it is the biggest gathering of grants management professionals in philanthropy.** I would love to network with peers focused on the improving the how of grantmaking and to expand my professional network.

#### *Notes:*

Consider if there is a specific question or topic you plan to ask peers at PEAK2020, if given the chance, to showcase the value attending would be for you and your foundation. This could be comparing notes on the best GMS to select, understanding how other grants management professionals streamline the application or reporting process, going paperless, infusing diversity, equity, and inclusion practices into your work, etc. Learning from the successes and challenges of your peers can ultimately save you time and money trying to figure out what works on your own.

**I will learn and bring back effective practices I can implement to increase our impact.** The Learning Tracks at PEAK2020 align with the [Principles for Peak Grantmaking](#)—PEAK Grantmaking's call to action to transform the practice of philanthropy into the practice of principled grantmaking. I will learn practical and actionable ways for our foundation to:

- Tie practices to values
- Drive equity
- Learn, share, evolve
- Narrow the power gap
- Steward responsively

#### *Notes:*

Consider planning to attend the Learning Track which will best position you to help your foundation reach its goals—and share that plan with the decision-maker. You may even want to create a sample agenda for yourself based on the [sessions](#) that have already been confirmed.

From a [small foundation](#) or a [corporate foundation](#)? We will have specific learning series just for you. Showcase that the information and knowledge you learn will be directly relevant to your work because you'll attend this learning series.

**PEAK2020 is more than worth the amount it would cost to attend, especially considering the knowledge and connections I'll bring back.**

*Notes:*

Create and present a budget for your total cost to attend. Be sure to include:

- Registration Fee: \$980 (Organization Member) or \$1,105 (Individual Member)
- Transportation: Include airfare/train, transportation to/from airport, etc.
- Hotel for 3 nights: \$855.66
- Meals: \$100

Have a plan for how you will share what you learn with your colleagues. Will you write up your notes and circulate? Can you report out at a team meeting?

Want to talk through your ideas or have questions? Don't hesitate to contact us. We hope to see you in Seattle!