Dear [*insert name*],  
  
I want to thank you for supporting my membership in the [Parenteral](http://www.pda.org/) Drug Association (PDA). My membership has helped me not only in my own professional development but also in bringing new ideas and practical solutions to my position during the past year [*or insert years since membership was activated*]. Along with more than 10,500 pharmaceutical and biopharmaceutical professionals worldwide, I rely on PDA for resources, thought-leadership, education, and training focused on advancing manufacturing science and regulation to better server patients.   
  
I am eager to continue accessing PDA’s exclusive resources, and I am writing to request our organization’s financial support to renew my membership at an annual cost of [[insert price for your type and tier](https://www.pda.org/membership/join-or-renew-today#types)].  
  
  
The opportunity for me to access industry-critical insights, make and cultivate career-long connections, and gain knowledge in [*industry sector*] makes my PDA membership an investment that will continue to help me advance my career and create positive impact for [*insert organization name*].  
  
My PDA membership has enabled me to implement these changes or initiatives for our company:

* [*add project/initiative]*
* [*add project/initiative]*
* [*add project/initiative]*

I have identified several benefits below that I will continue to leverage with my continued membership in PDA:

* **Access to Technical Resources:** Hands-on knowledge and insights from industry-leading experts through PDA Technical Reports, Surveys, and Points to Consider documents, all offered free to current members as they are published, and most with continued on-demand, electronic access
* **Current Regulatory Trends and Information:** Regulatory updates, publications, tools, and the ability to comment on and influence new regulations, along with unparalleled exposure to presenters from global regulatory authorities at PDA events (both in-person and virtual formats)
* **Networking with a Global Community of Experts:** Access to a global network of like-minded experts, through the PDA Member Directory, the online community PDA Connect, and local chapters
* **Actionable Education:** World-class, cost-effective education through a variety of exceptional conferences, hands-on training courses, and webinars, all offered at a discounted rate to PDA members

Professional development and knowledge exchange in the pharmaceutical industry are more critical now than ever before. It would benefit me substantially to have at my fingertips access to the information and resources I need to continue to expand my knowledge and assist our organization in staying current and moving forward. PDA membership enables me to avail myself of these tools and access to subject matter experts. I am one of the many PDA members that find that the value of the benefits derived from PDA membership far exceed the cost of joining. I hope that you, too, will see the worth for me and [*name of organization*] of my continuing my PDA Membership and will support my continued participation in this leading industry professional organization.

I hope you will consider supporting my PDA membership renewal for another year.  
  
Sincerely,