**Subject**: Request for Funding - ROI Methodology Accreditation

Dear [Recipient Name],

I trust this email finds you [personal sentiment, e.g., "in the best of health and spirits"].  
As we continuously look for opportunities to optimize and measure the efficacy of our endeavors in [specific department/business unit], I wanted to share a program that aligns seamlessly with our goals: the ROI Certification facilitated by the ROI Institute.

**Overview of ROI Certification® Program:**

This comprehensive program equips participants with the skills, resources, and knowledge to effectively measure the financial return on investment (ROI) of any project. The ROI Methodology®, which is the cornerstone of this program, ensures results that are credible, realistic, and widely accepted by financiers, managers, and other key stakeholders.

Given its vast applicability, spanning areas like learning, leadership development, project management, and marketing (among others), I firmly believe this accreditation will be of immense benefit to us.

**Program Details:**

**-Duration** 5-day in-person training, in Bucharest

**- Content:** engaging modules that include hands-on group projects, case studies, and deep-diving discussions, all guided by the insights of Dr. Jack Phillips.

-**Post-Training Support**: Participants receive virtual guidance as they conduct an evaluation study within their own organizations. Successful application and demonstration of competence in the ROI Methodology results in the esteemed designation of Certified ROI Professional® (CRP). Moreover, this journey offers continuous engagement with members of the ROI Network.

**About the Facilitator:**

The program is helmed by Dr. Jack J. Phillips, chairman of the ROI Institute. His vast expertise, spanning consultations with Fortune 500 companies across 70 countries, positions him as a global authority in the field.

**Financial Details:**

The total cost of the program is €3,150.

**Potential Applications for [Our Company/Department]:**

Given our focus on [specific domain/business area, e.g., "leadership development and employee training programs"], I see several potent applications of this certification [pick the top 3 that are most relevant to you and your company]:

1. **Enhanced Decision Making**: Provides a framework for evaluating the financial implications of [specific area, e.g., "operational costs and resource allocation"], ensuring that our investments are sound and fruitful.
2. **Enhanced Measurement:** Rigorous evaluation of our [specific project/program, e.g., "employee training and development programs"], ensuring we get tangible ROI.
3. **Stakeholder Confidence**: The proven methodology will increase the confidence of our stakeholders in our evaluation metrics.
4. **Competitive Edge**: As an organization that thrives on innovation and excellence, obtaining such accreditation will further our reputation as a front-runner in industry best practices.
5. **Team Growth:** It will be a significant addition to the professional development of our [Department, Business unit name e.g. “HR team”], enabling us to lead and execute ROI-driven projects more effectively.

I'm confident that our participation in the ROI Certification program will drive [specific outcome, e.g., "quantifiable improvements in ROI for our key initiatives"], aligning perfectly with our vision for the [specific timeframe, e.g., "upcoming fiscal year"].

I would greatly appreciate an opportunity to discuss this further, exploring how the certification can be maximally beneficial for our unique objectives.

Thank you for considering this proposal. Awaiting your valued thoughts.

Warm regards,

[Your Name]

[Your Position]