

# Email to manager for RedCape Academy Membership with Vickie Sokol Evans

*[Instructions: please customize this letter for yourself (or your team) to address your specific projects and reasons for attending the course]*

**SUBJECT** Approval Needed: Productivity Training in 2016

Dear [Manager name]

I am writing to request funding approval for an [Individual RedCape Academy Membership](#) for myself or a [Corporate Academy Membership](#) for our team members. **The RedCape Academy** is a members-only learning platform for mastering Microsoft productivity tools for PC & Mac as well as other technologies. Classes are taught by Vickie Sokol Evans who is a Microsoft Certified Trainer and most notably, is the trainer to Bill Gates' immediate support team. So I will be receiving the same training as his team.

**My objective** is to improve my productivity skills so that I can deliver better results in less time by using more of the technology we have. This will allow me to leverage my time so that I can focus on high impact tasks. Additionally, this will save the company \$8,400 in productivity per year according to attendee surveys.

## The investment is:

- Individual membership - \$300 per person/per year
- Corporate membership – We can request a proposal and ROI calculation for a corporate membership for the entire team by emailing [support@redcapeco.com](mailto:support@redcapeco.com). But as a rough estimate: 120 employees would see a return of \$1M annually for an investment of less than \$30,000 for the first year. See [business case](#).

## What You Need to Know about The RedCape Academy Membership...

- It is a yearly membership
- Dozens of 60-90-minute online [courses in the library](#) and growing
- Includes a recommended strategy & checklist for getting started
- Academy members receive at least four free classes each year, which typically cost \$197 per class
- Active members receive 50% off multi-part and boot camp programs
- The online content is available 24 hours a day/7 days a week from any device and browser
- After only one hour of learning we'll experience improved confidence in the tools, increased productivity, and \$840/year in productivity saved per hour of class... not to mention our quality of work will increase immensely
- Members get to attend free monthly [live "Office Hours"](#) with Vickie, along with other members from around the world, and we can submit questions for her to solve
- We'll get to see what's trending worldwide, which will help us and the company as a whole remain competitive
- If each 60-90 minute courses were purchased separately, the Academy package would cost over \$4,000 USD

I am confident that the time and money invested in my/our attendance offers significant value for you as my manager and for the entire company. I welcome the opportunity to put my new skills to use right away.

Thank you for your consideration.

[closing & signature]