



BUILDING A CULTURE OF HEALTH IN NEW JERSEY:
A Systems Approach to Promoting Population Health

Tips for Asking Via Letter and In-Person

In Person:	Send a Letter:
<p>Prepare – do your research by reading about the speakers and their session descriptions so you are prepared to justify how the event will help you develop and drive growth for your organization.</p>	<p>Prepare – do your research by reading about the speakers and their session descriptions so you are prepared to add specific support to your letter about how the event will help you develop and drive growth for your organization.</p>
<p>Personalize it – make the conversation starters your own. Based on your style and what you do, plan how you will position benefits of the content and networking to:</p> <ul style="list-style-type: none"> • Work more effectively • Share new skills with your team • Accept new responsibilities • Leverage new connections 	<p>Personalize it – make the template your own. Based on your position and what you do, add the direct benefits the content and networking will have to help you:</p> <ul style="list-style-type: none"> • Work more effectively • Share new skills with your team • Accept new responsibilities • Leverage new connections
<p>Plan – consider potential follow up questions your supervisor may have and how you could address them; for example, brainstorm how you can present what you learn to your team after the event.</p>	<p>Plan – consider potential follow up questions your supervisor may have and how you could address them; for example, brainstorm how you can present what you learn to your team after the event.</p>



In-Person Conversation Starters

1. Hi, **<Supervisor's Name>**. I learned about a valuable conference happening locally in Somerset, NJ on November 28, 2018, and I think it would be a great investment to **<Organization Name>** for me to attend. I would appreciate talking more about the workshop with you. What time works best for you?
2. Hello, **<Supervisor's Name>**. When you have time, I would like to speak with you about me attending the Building a Culture of Health in New Jersey conference in Somerset, NJ on November 28, 2018. I think the content and regional networking would be a great value to **<Organization Name>**. What is a good time for you to sit down and discuss this?
3. How are you, **<Supervisor's Name>**? I am excited about the Building a Culture of Health in New Jersey conference in Somerset, NJ on November 28, 2018 and would like to talk to you about me attending it. I truly think the ideas and solutions I would learn by attending, in addition to the regional networking, would be invaluable to **<Organization Name>**. When is a good time for you to talk with me about this more?



Sample Letter

Dear **<Supervisor Name>**,

I would like to attend the Building a Culture of Health Conference in November 28, 2018 at The Palace at Somerset Park in Somerset, NJ. This one-day workshop provides best-in-class content and local networking.

This year's theme is "Thriving Communities Transform Lives." I will learn proven ideas and approaches to build trust and respect in a multi-generational workforce, influence and persuade across all organizational levels, and manage difficult conversations with tact and diplomacy. This content will help me drive results for our organization on a personal level and teach others in our organization to do the same.

In addition, the event registration includes a networking breakfast and lunch so I can build public health connections. The full event details can be found at <http://www.cpe.rutgers.edu/cultureofhealth/>.

Below is an overview of total costs:

- Registration:
 - **Early Registration: \$85.00 Through Sept 3, 2018**
 - **Registration Fee: \$95 September 4 – October 31, 2018**
 - **Late Registration Fee: \$120 November 1-28, 2018**
- Meals: (included)

I am confident the new connections I'll make and the content I'll experience will be a great investment to **<Organization Name>**. After the event, I can provide an overview of what I learned and include recommendations for our organization to make sure I make the most of this opportunity. Let me know if you have any questions or want to speak in person.

Sincerely,

<Your Name>