Sample CAWA BUY IN Letter for Your Manager

Hello [MANAGER],

This year we’ve got important projects planned and I am excited to give them my all. To help me up my game and support my teammates, I’d love to distinguish my skills and knowledge by becoming a Certified Animal Welfare Administrator (CAWA), the only leadership credential in the animal welfare profession.

The CAWA program is administered by The Association for Animal Welfare Advancement, a respected membership organization which champions, advances, and unifies the animal welfare profession. More information can be found at <https://learning.theaawa.org/cawa>, including a section of [testimonials from current CAWAs](https://learning.theaawa.org/why-cawa).

For example, Arizona Humane’s CEO, Dr. Steven Hansen, DVM, MBA, CAWA, regularly encourages his staff to pursue the CAWA credential. “Having a strong leadership foundation across our organization ensures we have a common understanding of the principles of animal welfare and the knowledge of the business,” says Dr. Hansen. “Such leaders will feel enabled to drive change and to develop future leaders within their teams. Ultimately, our goal is to develop a strong culture of innovation, compassion, and excellence, resulting in more animal lives and families positively impacted.”

I believe preparing for and passing the CAWA exam is a great opportunity for me to learn the best and most efficient management practices which I can implement at our organization. Bonus: Our funders understand the value of staff professional development and may view professional credentials as evidence of our Board’s commitment to use donor dollars wisely.

The Association’s current Compensation and Benefits Survey shows that 74% of participating animal welfare organizations have a job-related Professional Development/Tuition Aid/Educational Assistance Reimbursement Policy. My participation will cost [ESTIMATED AMOUNT] for exam preparation, reference materials, and exam fees. I will ensure my duties are covered while I’m working toward my credential. I respectfully request that [ORGANIZATION] consider supporting my professional development by reimbursing me for the exam costs.

Thanks in advance for considering my request. I look forward to discussing this opportunity and answering any questions you might have.

Best,

[Future CAWA Candidate]