Dear [insert name],

As school leaders, we strive to empower our students and our school communities. One of the best ways to do that is through discovering fresh perspectives and invigorating our own leadership approach. That’s what I hope to gain from UNITED: The National Conference on School Leadership, taking place July 11–13, 2025 in Seattle, WA (theunitedconference.org).

At UNITED 2025, the National Association of Elementary School Principals (NAESP) and the National Association of Secondary School Principals (NASSP) are once again joining forces to bring the school leadership community together.

* As the only national event for assistant principals and principals at the secondary level, UNITED offers a unique opportunity to network with over **4,000 school leaders** across the education spectrum.
* There are **over 250 sessions** hosted by fellow school leaders on topics that matter to our communities, spanning strands like building leadership capacity, instructional leadership, leveraging student voice, school climate, and whole school wellness.
* Keynote speakers currently include **Daymond John**, CEO and founder of FUBU, entrepreneur, television personality, award-winning speaker and bestselling author; **Dr. Gholdy Muhammad**, bestselling author and associate professor of literacy, language, and culture at the University of Illinois Chicago; and **John C. Maxwell**, #1 *New York Times* bestselling author, speaker, coach and leader who has sold more than 34 million books.
* UNITED offers the chance to connect with smaller groups in **NASSP Leadership Networks**—cohorts made up of school leaders who have similar lived experiences or interests. Networks include groups for aspiring leaders, new leaders, urban or rural leaders, women in school leadership, school leaders of color, LGBTQ+ school leaders, assistant principals, middle level leaders, and current and past winners of NASSP Assistant Principal of the Year and Principal of the Year awards.

**Event Details**

Registration is $885 for NASSP members and $1,300 for nonmembers. Hotel block rates start at $277 per night (excluding taxes and fees), with group discounts for booking five or more rooms.

I look forward to the opportunities UNITED can offer in terms of professional development, connection with peers, and staying up to date with the latest educational strategies—strategies that can provide insights and tools to directly benefit our educational practices. This investment can help us meet our goals for continuous improvement and innovation in education. I hope to have your support for my professional growth in Seattle this summer!

Best regards,

[Your Signature]