# Convince Your Boss Template

Dear [Boss’s Name],

As we grow our digital presence, ensuring accessibility for people with disabilities is critical. A single oversight can exclude millions and expose us to legal and reputational risks while preventing our own colleagues from performing the work they were hired to do.

Conducting an audit was a great start, but true accessibility requires ongoing effort. Without continuous monitoring, we risk falling out of compliance, exposing ourselves to litigation, and preventing users from interacting with our company. Here are just a few reasons why ongoing accessibility management is so important:

1. **Audit Data Becomes Outdated Quickly:**Our websites and/or digital products constantly change. Without regular audits and updates, resolved barriers may reappear, and new issues can emerge, putting compliance and user experience at risk.
2. **Enhance User Experience:** Continuous improvements don’t just fix problems — they elevate usability for all users, ensuring our digital products are inclusive and competitive.
3. **Stay Ahead of Changing Laws and Standards:** Regulations like the EAA and ADA Title II, along with WCAG standards, require continuous monitoring to ensure compliance and avoid legal risks.
4. **Efficient Use of Resources:** Addressing accessibility incrementally, as part of ongoing workflows, reduces wasted resources from outdated fixes and minimizes costly last-minute remediation.

That’s why I think that partnering with [TPGi as a Service (TaaS)](https://www.tpgi.com/accessibility-solutions/managed-services/) is the next logical step for us. TPGi’s ongoing accessibility management program will allow us to:

* **Stay Ahead of Compliance**: TPGi continuously monitors and tests our digital properties, ensuring we meet accessibility standards like WCAG 2.2 and that digital barriers for people with disabilities are addressed.
* **Reduce Legal Risk**: With TaaS, we can proactively address accessibility issues before they escalate into costly lawsuits or demand letters.
* **Improve User Experience**: TPGi’s expert guidance will help us improve the usability of our digital content for all users, ensuring it is accessible and functional for people with disabilities.
* **Save Time and Resources**:  By partnering with TPGi, we gain expert support to streamline our accessibility efforts, allowing our internal teams to focus on core tasks while also building the knowledge to develop mature processes, making accessibility management more efficient over time.
* **Maximize ROI:** Proactively build accessibility into your development lifecycle and reduce costly retrofits and potential legal fees while fostering customer loyalty and expanding your market share.

TaaS will provide us with the ongoing support we need to ensure long-term success. I’d love to discuss this further and explore how we can integrate this service into our accessibility strategy.

Thank you for considering this important investment.

[Your Name]