

Making The Ask:

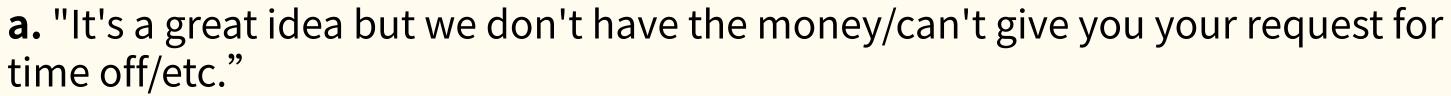
How to Get Support for Your Academic Success

② Preparing for the Meeting

- 1. Identify what you want: How can this opportunity align with your professional goals and your sponsor or institution's goals?
- 2. **Do your research**: Who else at your institution has pursued this opportunity and been successful? What did they do to be successful?
- 3. Set up a meeting about the opportunity but DO NOT pitch the opportunity in an email.
- 4. Practice your pitch!

During the Meeting

- 1. **Explain** the opportunity, benefits, and anticipated outcomes.
- 2. Emphasize how the opportunity can benefit your sponsor or institution.
- 3. **Anticipate** common rejections and be prepared to respond to them.



Acknowledge limitations and consider partial support or alternative plans with the sponsor.

- **b.** "Don't we already have that here? Hasn't this been done/funded before?" Provide your research for how this opportunity is different or novel.
- **c.** Why can't you do that yourself? You don't need that because you're doing fine!" Provide evidence for the impractical nature of doing it yourself or evidence that the opportunity fills a gap that the sponsor may not recognize.



- 1. If yes, then follow with email confirmation and additional information.
- 2. If **maybe**, then follow with an email to formalize the request and provide supplemental evidence.
- 3. If **no**, then follow up with a thank you email with any additional information for a future ask. Consider other support sponsors!

Ask Again...and Again...and Again!

- 1. **Identify** objections and reassess.
- 2. Be patient and keep asking.
- 3. Consider alternative funding or support.
- 4. Keep the conversation going - this may not be the right time for the opportunity...yet!



Refer to the CFE Feedback and Difficult Conversations One-Pagers Series for more information.

Reference: NCFCDD - https://www.ncfdd.org/makingtheaskfsp







