

Making The Ask: How to Get Support for Your Academic Success

➤ 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.



- a. "It's a great idea but we don't have the money/can't give you your request for time off/etc."
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.

➤ After the Meeting

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: NCFDD - <https://www.ncfdd.org/makingtheaskfsp>



<https://cfe.smhs.gwu.edu>



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