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

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