

Sponsor Helpful Hints

1. Understand a Sponsor's mission. Your research interests and their funding priorities must align.
2. Read about recent projects funded by a Sponsor to see if they are funding research similar to yours.
3. A good idea and a fundable idea are not the same. Know the difference and, again, work to align with a Sponsor's mission.
4. Look for opportunities for a Sponsor to get to know you – meet them at conferences, serve as a reviewer, etc.
5. Identify opportunities at different funding levels. For example, a smaller budget amount with fewer years that, if successfully completed, can lead to a larger project.
6. Work to understand a Sponsor's submission requirements and keep base documents current.
7. Know if you can contact a program officer for feedback before a submission and take this opportunity, if allowable.
8. Attend on campus trainings that relate to working with Sponsors or listen to the recordings posted on the Research & Innovation site.
9. If a submission is not funded, review the comments to determine if you can revise for a resubmit or if you need to identify another Sponsor or revise your idea.
10. Always be respectful when communicating with a Sponsor, even when they have told you they are not funding your work.