

SUCCESSFULLY TAPPING NEW SOURCES OF RESEARCH FUNDING

Principal Investigators Association has teamed grant and funding expert, Tia Cavender to discuss strategies for diversifying your funding sources. We will provide examples of successful funding plans that involved a variety of funders (government, private and corporate support). During this webinar, you will learn ways to think creatively about stakeholders and how they can help fund your projects.

Tips to diversify your funding base:

- **New Funding Sources.** Standard funding sources are more competitive than ever. Are you identifying alternative sources?
- **Plan for the unexpected.** Make sure you have enough funding to cover unexpected costs.
- **More sources, more discretion.** Multiple funding sources allow for more discretion with how you spend your funds. Do you know exactly how you can spend your grant money?
- **Leverage support for more support.** Grants are investments, investors prefer to share the risk with others who believe in the project. Do all your funders achieve consensus and live harmoniously?
- **Long-term success.** Build long-term relationships to foster future funding