

THE QUEST FOR FOUNDATION & PRIVATE FUNDING: 3 KEY STRATEGIES EVERY PI SHOULD KNOW

Did you know that the Foundation Center estimates that the country's more than 76,000 foundations awarded an estimated \$45.7 billion in 2010? In today's highly competitive funding environment, you need to give yourself every advantage by exploring funds from the state, biomedical companies, and private foundations. But where do you start?

Simple steps that you normally take for granted such as preparing yourself for a quick phone call to introduce and sell yourself to the Program Officer, organizing your thought process, capturing and packaging your scientific ideas to deliver your best shot, and actively volunteering to serve in grant review committees will go a long way in positioning yourself for successful grant solicitation.

Whether you've had limited success landing foundation and corporate grants, or are going after one for the first time, join our expert presenter, Cesar V. Borlongan, PhD, as he reveals the do's and don't's of foundation and private

funding solicitation, provides strategies for selling yourself and your research, and details which actionable steps to take based on his own experiences.

5 Key Take-Aways:

- Why you should focus on foundations in your geographic region
- How to sell yourself, and your research effectively
- What to include when crafting a short speech
- Tactics to help you catch the interest of foundation and corporate representatives
- Why being part of the peer review process is a smart move