

When approaching a company about the CRC project:

- **Conduct informational interviews:** Learn what's happened in the past. You really need to know what worked and what didn't.
- **Make sure your viewpoint is sound:** Have a friend or parent play devil's advocate and challenge your viewpoint. Make sure you know what you're talking about.
- **Think about the day-to-day job requirements:** See how this "ask" might enhance or interfere with the jobs of administrators, or make more work for them. Be thoughtful of those implications.
- **Recognize and understand your goal:** Don't be attached to the tactics. For example, do you want to host an earth event because you like hosting parties or because you want to raise awareness? Because if you want to raise awareness, it may come in shapes other than an event or party. Make sure that you're chasing after a goal and not just a tactic.

To keep in mind during your proposal pitch: Nearly every proposal will have an economic, operational and financial impact on the university, he says, and you'll need to understand these impacts to make a compelling proposal. Case studies are another powerful tool, and can convince the administration that if similar institutions are doing well with the project you've proposed, there's a good chance that your university can succeed as well.

Resource: <https://www.sustainabilitydegrees.com/the-ultimate-how-to-guide-for-students/>