



Pearls of Wisdom

Observation from 30 Years of PICC Excellence

Turn "No Budget" into "Yes!": Your Guide to Securing Continuing Education Funding

Continuing education isn't just essential for being the best possible clinician—it's a requirement for maintaining your active nursing license in most states. While the cost of courses, certifications, and conferences can add up quickly, there's a strategic way to get the funding you need. I have a few tips that may turn that no into a yes.

Go Ahead and Ask

The biggest hurdle isn't budget constraints—it's self-sabotage. Too many healthcare professionals talk themselves out of asking, assuming the answer will be "no." Remember: your professional development is an investment in better patient care.

Make Your Ask - Professional

Avoid the common pitfall of casual verbal requests that are easily dismissed with "We don't have it in the budget." Instead:

- Document your request formally with a clear and compelling case
- Present clear value, benefits and outcomes
- Show how the training aligns with facility goals
- Outline the direct benefits to patient care
- Outline specific skills you'll bring back to your unit

Don't fly solo. You're stronger together! You're part of a team and something that benefits more than one team member is more likely to be approved.

- Connect with colleagues interested in similar training
- Show how multiple team members can benefit
- Collaborate with your supervisor, manager or CNO on the justification

Explore all options. If your primary funding request isn't approved, don't give up! Consider these alternatives:

- Accept partial funding, seek matching funds, or funds from other sources to make up the difference
- Hospital foundation grants
- Professional nursing organization scholarships
- Manufacturer education grants
- Healthcare education funds
- Professional development stipends

Pro Tip: Many facilities have unused education budgets that expire annually. Time your request strategically—early in the budget cycle or toward the end of the cycle when departments are looking to utilize remaining funds. Don't hesitate to resubmit if the first answer is no or if your timing is off!

Remember: Your pursuit of excellence through continuing education shows initiative and dedication to your profession. By following these steps and presenting a well-structured case, you're not just asking for funding—you're offering your facility an opportunity to invest in improved patient outcomes and quality care.

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