HOW TO WRITE A STRONG NARRATIVE Your organization's story begins with YOU!

LISCIF Training Webinar October 12th, 2023 Connor Yakaitis - CTLCV

A Special Thanks To: People: Shahela Begum Alex Rodriguez **Organizations:** The Long Island Sound Community **Impact Fund:** Restore America's Estuaries U.S. Environmental Protection Agency Long Island Sound Study (LISS) Connecticut League of Conservation Voters And YOU!!!

FOOD FOR THOUGHT:

(1) What would I change in the world?
(2) What gives me hope?
(3) How can I share my story with others to make the biggest impact?

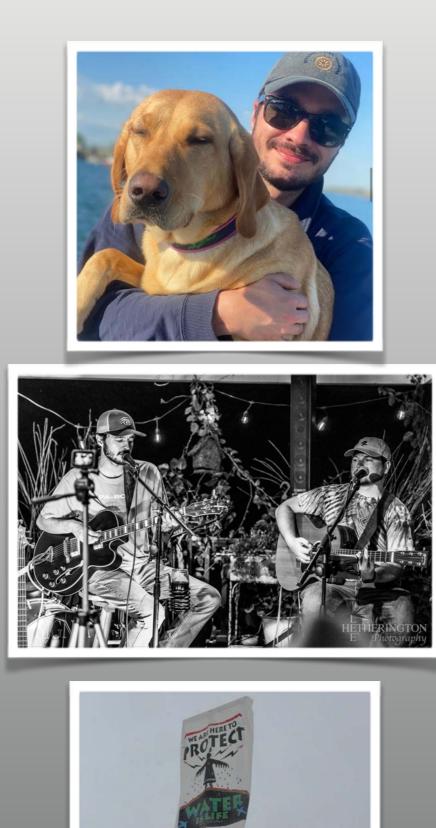


MY RESUME:

- Current Development Director for the CT League Of Conservation Voters (CTLCV)
- Developed Four-Year Strategic
 Plan For CTLCV
- 4+ years of grant writing experience, 8+ years fundraising experience
- Previous fundraiser/organizer for political candidates
- Current Volunteer Fundraising Coordinator for Jericho Project

"There is no greater agony than bearing an untold story inside you."

-Maya Angelou



MY NARRATIVE:

- ► I'm a dog dad (Meet Dakota!)
- I'm in a band with my cousin called Primo
- I spent a year traveling the country with my family and visited 35 national parks
- I spent several weeks at
 Standing Rock fighting for
 water rights for the Lakota
 Nation
- My happy place is the ocean, particularly the Long Island Sound

THINK OF IT AS A JOB INTERVIEW!

Narrative: Your Cover Letter (Letter Of Intent, LOI)

- Personal, emotional and concise.
- Connect authentically with your audience.
- Grab their attention and bring it home!

Grant Application: Your Resume

- Data & research driven.
- Emphasize audience and funding potential.
- Longterm thinking.

YOUR PERSONAL STORY

IS YOUR ORGANIZATION'S STORY

GOOD STORIES SHOULD

- Make people feel people act when they feel
- ► Be remembered- people will remember a powerful story
- Create understanding stories are how we've communicated since the dawn of time
- Cut through clutter too much online (dis)information these days, people crave genuine stories
- Build organizational structure it shows your audience you hear them and appreciate them
- Wake people up stories create emotion, they inspire, they anger and most importantly they give hope

TIPS FOR BUILDING A NARRATIVE

- Short & Sweet People naturally have short attention spans, especially in today's world. The simpler the better.
- Show, Don't Tell Use senses and emotions to tell your story. If you get too caught up in the details, you'll bore your audience.
- Think story versus an essay clear and concise is key
- Be original unique stories get noticed and we are ALL unique!
- Limit your data numbers will come later, pick a few (3 max) figures to include in your narrative.
- Look ahead A good story can reminisce about the past while looking towards the future. Funders want to visualize their impact!
- Diversity & Equity How does your story relate/impact others?

NEXT STEPS

- Write down 5 reasons why you love your job and think about mission/values/goals etc.
- What stories have emerged from your experience?
- Ask each board & staff member to do the same.
- Identify patterns, similarities etc. and, as an organization, combine your list into a collective 3 values.
- These values will shape your ultimate goals, mission and reasons why you deserve funding.
- Each person finds three more people to join the conversation and make a huge difference!

THANK YOU!

Now let's hear your story