## Building A Strong Narrative

LISCIF 2026 Funding Cycle

## Letter of Intent vs. Full Proposal

#### Think Vision/Goal vs. How To Achieve Them

- Your Letter of Intent (LOI) should be considered as your outline that guides your full proposal
- LOI should focus on story-telling that outlines your vision. Specific details will go into the full proposal
- LOI should be intended to capture the funder's attention and make them want to learn more

## LISCIF 2026 Funding Themes

Your Letter of Intent should focus on one or more of the following:

- Clean Waters and Healthy Watersheds
- Thriving Habitats and Abundant Wildlife
- Sustainable and Resilient Communities
- Informed and Engaged Public

## Funding Priorities

#### After identifying your theme, take it a step further by focusing on:

- Projects that result in quantifiable pollutant prevention or reduction.
- Restoring habitat within the Important Coastal Habitat Types targeted by LIS Partnership.
- Projects that foster a diverse balance and abundant populations of fish, birds, and wildlife.
- Public engagement, knowledge, and stewardship.
- Projects that enhance community resilience and sustainability.
- Planning and design that set-the-stage for implementation of water quality projects, eligible habitat restoration projects and resilience projects.
- Community-based science projects.
- Data management and integration projects.
- Other similar activities that the applicant proposes, and EPA approves, that are consistent with Section 119 of the Clean Water Act.

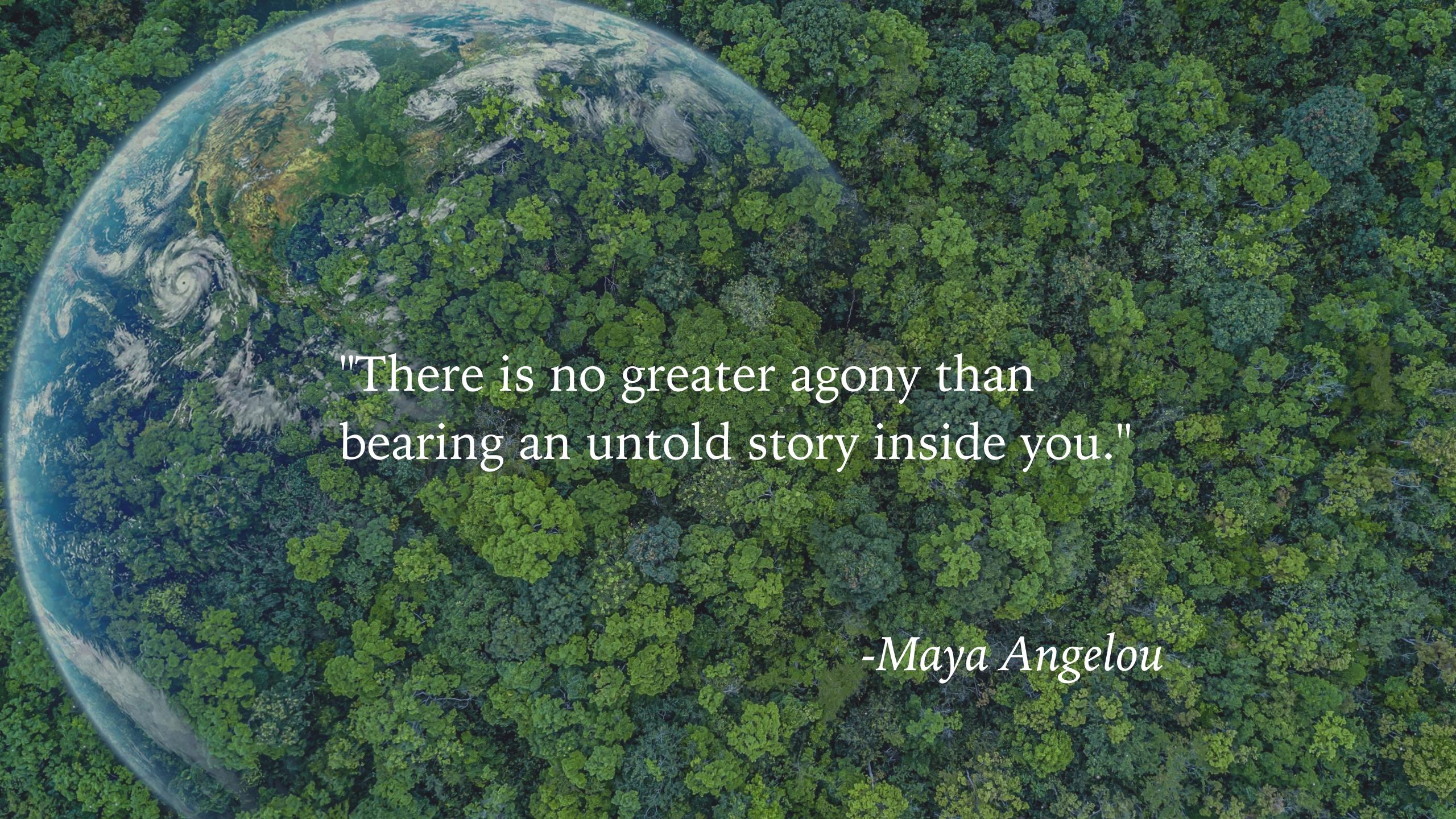
# Think About Greater Context How does your project make a larger impact?

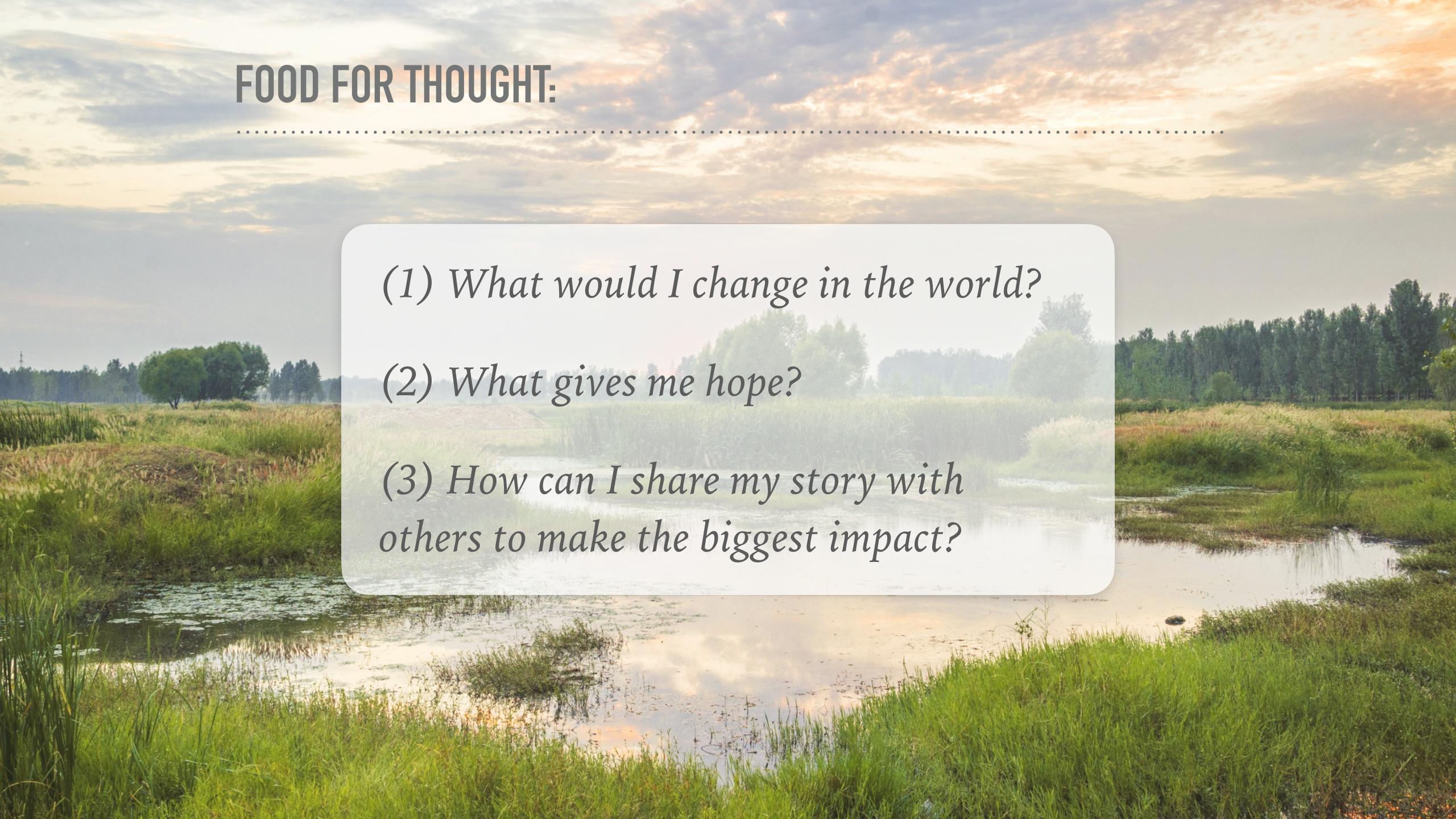
How does your project make a larger impact?

- Even if your project is local, does it serve a greater community?
- Funders like to see their funding maximize impact.
- Example: If your project is focused on a river, talk about the impacts of your work as it relates to communities/ecosystems down river.

## Positivity Always Wins!

- Despite the negativity in the world, focus on the positive impacts of your project.
- While you should identify the problem or problems your project is trying to address, the language of your LOI should largely focus on the opportunity your organization has.
- Positive reinforcement is much stronger than doom and gloom





### 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 & Interview

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







### 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?



## Thank You!

Connor Yakaitis - connor@ctlcv.org - (860) 961-3144