

Cover Letter

Guide

Salutation

Try to identify the person who has the power to hire you in that department or organization. Spell their name and title correctly and include their credentials.

• Dear Ms. Crabb, PhD or Dear Dr. Crabb,

First Paragraph

The first paragraph consists of why you are sending this letter and the position you are applying for, including the position number if it is in the position announcement. This paragraph will also mention the person who referred you to this position or how you heard about this position. Include a one sentence introduction of why you are a good fit for the position.

EXAMPLE 1

“I am writing in response to the graphic design artist position (012189) listed in the Albuquerque Journal on January 1, 20--.”

EXAMPLE 2

“Dr. Faulkner in the English Department suggested I write to you about your Digital Editor opening for the Daily Lobo newspaper at The University of New Mexico. Dr. Faulkner thought my journalism experience and coursework would make me an excellent fit for your position listed on UNMjobs.unm.edu.”

Second Paragraph

This section of your cover letter will describe what you have to offer the employer. Specifically state how your skills and experience match the needs of the job for which you are applying. Remember, you are interpreting your resume, not repeating it. Support each statement you make with an example. Knowing your audience is key. You can get creative here and use many different methods to illustrate your “fit”, such as: a chart, bullets or traditional paragraphs.

EXAMPLE 1

You require:

Ability to coordinate and oversee the work of other employees.

Ability to strategically plan, develop and implement programs and operations toward achievement of team’s mission, goals, and objectives.

Analytical skills to perform needs assessments, evaluate current programs, and initiate changes or adjustments to current systems and improve operations.

I offer:

Experience in supervising 5 employees and ensuring staff efficiency as a manager of a recreation program.

Experience developing and implementing successful wellness programs that have provided quality health education to over 250 students and community members.

Proven success providing clear program management which has included program evaluation, needs analysis, organizational research, and assessment validation.

EXAMPLE 2

“For a recent University of New Mexico campus-wide event, I designed advertising materials which resulted in a 50 percent increase in student turnout over the previous year. Through this experience and an internship with a public relations firm, I have developed marketing skills which may be of value in your promotional campaigns.”

EXAMPLE 3

The key proficiencies I possess which relate directly to your job requirements include:

- *Communication Skills* - I have been successful in building strong collaborative relationships with key customers, consultants, and potential clients; this has resulted in reaching record quarterly sales.
- *Team Player* - I have achieved a solid reputation as a competent team member on over 5 teams, ranging from 2-12 people, completing projects on customer cultivation and retention and revamping our company’s social media presence.
- *Proposal Preparation* - My experience leading, facilitating, and coordinating proposal activities ranging from coordinating letters of support to cost proposals resulted in the award of a state contract valued at more than 1 million dollars for the 20-- fiscal year.

Third Paragraph

The closing paragraph has three objectives: 1. Conclude your letter and let the employer know that you appreciate their time 2. Reiterate your interest and mention an interview or meeting, if appropriate. 3. Let them know how to reach you.

EXAMPLE 1

“I look forward to discussing my experience in greater detail with you. Thank you very much for taking the time to consider my application. If you have any questions please feel free to contact me at (phone number) or at (email address).”

EXAMPLE 2

“I’m excited about employment opportunities within your agency and hope to explore contributions I can make. I will call you next week to set up a time that would be most convenient for you.”

Quick Tips

- Your cover letter should be no longer than one page
- Address your letter to a specific person (if possible)
- Tailor your letter to the requirement of the position and the employer’s needs
- Know your reader and his/her organization
- Your letter should be easy to read and free of spelling, punctuation, and grammatical errors
- Have other people proofread your letter



Cover Letter Examples

Sample Cover Letter

Your Name
Your Street Address
Albuquerque, NM 87106

August 20, 20--

Mr. James Yazzi, Human Resources Manager
The Right Company, Inc.
123 Madison Dr. NE
Los Angeles, CA 90004

Dear Mr. Hire:

I am writing to apply for the Fundraising Officer position (080912) currently posted on your website. I believe my interest in leadership development and experience in event management, grant applications, and key fundraising strategies could make me a strong candidate at The Right Company, Inc. I am confident my five years of experience as an administrative assistant will be beneficial to your organization.

In 20--, I graduated from the University of New Mexico with a Bachelor of Arts in History while receiving a minor in Business Administration. As the marketing secretary for the Apple Street Association, my excellent promotional skills resulted in more than a 75% increase in money gained through fundraising during the second quarter of 20--. The success of my position relies on my ability to effectively communicate with the company's fundraising staff as well as understand the needs of the clients we serve. I was also the contact person for the event coordination of the last five fundraising events.

In addition to my fundraising experience, I have been working as a coordinator for various organizations since May of 20--. My experience includes diverse roles at several non-profit organizations including Big Brothers Big Sisters of America, Junior League of Albuquerque, and The Albuquerque Economic Development. Working at these organizations with various responsibilities has helped me develop strong organizational skills that I can apply in dynamic, non-profit environments. I am excited by the opportunity to work with a company whose mission is to assist individuals in finding adequate resources and financial assistance to start their small business. I understand the importance of community involvement and am committed to helping communities in the Los Angeles area.

I look forward to discussing my qualifications and how I might help your organization achieve its goals. You can reach me at (your phone number). Thank you for your time and consideration and I look forward to talking with you.

Sincerely,
Your signature
Print your name

Sample Solicitation Letter

Your Name
Your Street Address
Albuquerque, NM 87106

February 20, 20--

Ms. Julia Trujillo, Director
Cherry Silver, Inc.
Company Address
Albuquerque, NM 87131

Dear Ms. Trujillo,

This semester I am a junior at the University of New Mexico, working toward my Bachelor of Business Administration with a concentration in marketing. I am eager to gain experience in the marketing field and am seeking an internship for summer 20--. Josh Nguyen, a past Cherry Silver employee, recommended that I explore opportunities at your organization. While researching your company, I found that Cherry Silver, Inc. works with local advertising agencies that perform outreach to the community. This matches directly with my core value of building community through connections.

My previous experience in the field of marketing has given me skills that I hope to bring to a marketing internship position. As the enclosed resume indicates, I have participated in a marketing research project through the University in which we collected and analyzed data from a local Albuquerque based company to determine the success of exporting goods to another country. This project involved interaction with vendors and employees on a weekly basis, review of financial records, and preparation of marketing tools to infiltrate the sale of merchandise internationally. The employer was so impressed with our results and marketing tools that she has taken measures to initiate exporting by the end of the calendar year. In addition to marketing research experience, I have acquired technical expertise by working with social media tools such as Twitter, Facebook, Tumblr, and LinkedIn. I also have built a high level of proficiency in utilizing these tools to market products and organizations in my class projects.

Please do not hesitate contacting me regarding internship opportunities that may become available in the coming months. I look forward to possibly meeting with you to further discuss how my education and related experience would be beneficial to your company. If you need to reach me you may call (your phone number) or email me at (your email address). Thank you very much for your time and consideration.

Sincerely,
Your signature
Print your name

