

The Ultimate Cover Letter Tool Kit

(GUIDE)

Identify
CORRECT
Contact
Information for
the Organization

Organization Name

Department Name (if applicable)

Address

Email

RE: (or alternatively MEMO:) **[Role for which you are applying]** Search

Date

Greeting **to specific contract (either hiring manager name or specific committee for role):**

Please accept this letter and the enclosed resume as my enthusiastic expression of interest in the posted **[name of role]** position that I learned about through **[method of encounter or internal/personal referral]**. I seek to apply **[skills and great greatness' short list]** to benefit and further **[organization's name]** mission, which is to **[insert key/relevant parts of the mission that your "great greatness" aligns with]**, in innovative and efficient ways. The qualifications I possess that are most relevant to the expressed responsibilities of the role follow:

- **Project/Event Planning:** I have coordinated as many as 25 event-based projects annually (workshops, seminars, receptions, guest lectures, fundraisers, etc.) of varying sizes coordinating all logistics, from preferences of high profile guests to the design and printing of programs/publicity.
- **Financial Management:** I have managed, budgeted, and used both accurately and expediently, federal grants funds for purchases in accordance with governing policies near \$500,000 annually. I also have one year of experience researching grants and developing copy for grant applications.
- **Social Media/Web/Email Marketing:** I have severed non-profits by developing and maintaining social media (including Facebook and Twitter) for the last two years. I have experience with MailChimp email marketing and strong proficiency with Microsoft Word, Publisher and Excel. In addition to consistent use of various information databases, I have eight years' experience maintaining websites using several platforms including open source content management systems like WordPress.
- **Technical Writing:** Although primarily in the career development arena, I target written communication successfully for specified outcomes. I have assisted with speech writing, engineered educational step-by-step "how to" documents for various audiences, and created mobile optimized monthly newsletters for a local non-profit for the last year incorporating analytics into strategy.

I look forward to discussing the needs of **[organization/department]** further, and how I could put available talents to work in order to satisfy them, in an interview. I am appreciative of your time and consideration

Sincerely,

[Your name]

Email/phone number

Research and
address to a
specific point of
contact

Establish a
connection with
the organization
and introduce the
reader
to your
"great
greatness" by
matching it to
specific
skills/experience
from the job

Close the letter
by explicitly
asking for the
interview!

Include your
contact
information in
signature line.