

COVER LETTER GUIDELINES*

PURPOSE OF COVER LETTER

- Demonstrate to the employer that you are a good fit for their organization and the role for which you're applying. Think about your cover letter as a way to "connect the dots" between your resume (your past) and the job description (the future).
- Share the reasons for your interest, enthusiasm, and qualifications for the job, beyond what is communicated in your resume.
- Help the employer understand your motivation and provide an introduction to your personality and values.

GETTING STARTED

Before you start writing, reflect, brainstorm, and research the information that will go into your cover letter. Here are some questions to consider:

- To whom should you address the letter? When possible, your cover letter should be addressed to a certain person.
- Why do you want the job?
- What excites you most about this opportunity?
- What are the organization's core values and mission? How do they market themselves? What type of language do they use?
- What makes you a good fit for this job and organization?
- When have you demonstrated each of the top skills, qualifications, and qualities the employer is seeking?
- Put yourself in the employer's shoes: Who is the ideal candidate? What are the top 2 or 3 skills, qualifications, and qualities that the employer is seeking for this role?

WRITING THE LETTER

INTRODUCTORY PARAGRAPH

Provide a brief introduction that includes the title of the position and a broad statement about your interest in the role. Your introductory paragraph should introduce the employer to why you are a good fit and the skill sets that best qualify you for the job. This is also where you can mention where you learned about the opportunity.

BODY PARAGRAPH(S)

Qualifications: Use active language to demonstrate the two or three top skills, qualifications, or qualities that the employer is seeking for this position. Share your related experiences and explain their relevance to the position. Use specifics about the skills you've gained. Do not copy and paste from your resume. This paragraph provides you with an opportunity to tell a new and more in-depth story, beyond what the employer reads on your resume.

Defining your interest and fit: Communicate your interest and enthusiasm for the position and the organization. Discuss why you specifically want to work for this employer and what would be unique about this organization and/or role for you. How do your interests, passions, or desired skills to be developed, relate to this opportunity?

FINAL PARAGRAPH

This is a brief conclusion where you can reiterate your excitement about applying or summarize some personal characteristics (soft skills) that you bring to the job. Conclude with a thank you and your contact information.

* NOTE: Cover letter guidelines can vary by industry.
For more information, meet with your Career Community Advisor.

CHECKLIST



Is your cover letter...

- Consistent with your resume?
 - (same header, font, margins)
 - Simple, clean font (Times, Arial, Garamond)
 - 10-12 pt font
 - 0.5 to 1 in margins
- Error free (grammar & spelling)?
- Concise?
- Tailored to the type(s) of opportunities you are seeking?

Does your cover letter...

- Convey your enthusiasm for the opportunity?
- Go beyond what's on your resume?
- Include varied sentence structure (avoid starting every sentence with I)

Want one-on-one support?
Make an appointment in
Handshake with your
Mentor or Advisor!

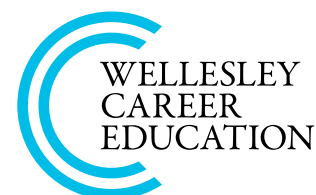
Office Hours

Mon-Fri • 8:30 am – 4:30 pm

Drop-in Hours

Mon-Fri • 12:30 – 2:00 pm

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Sandra Second Year

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March 22, 2015

Women's Foundation of Kansas
2100 Central Ave East
Hutchinson, KS 67501

Dear Hiring Committee,

It is with excitement that I submit my application for the Summer Intern position with the Women's Foundation of Kansas. I am a second year student at Wellesley College majoring in Political Science and Spanish. I have a strong passion for making a difference in the lives of others, and am eager for the opportunity to develop my leadership skills while strengthening the economic well-being of Kansas's women and their families. I am excited to create meaningful impact in the community and apply my recent experiences in event planning and fundraising.

As an Intern at the St. Francis House, I gained insight into one of the most difficult challenges that our country's homeless families face — employment. I developed a proposal and successfully planned and coordinated the logistics for the first ever job fair. Through my creative outreach efforts, I recruited 50 companies to come on-site to interview and hire our clients. I learned about the needs of this population and collaborated with stakeholders to come up with creative solutions to impact their lives. While interning at the nonprofit, I also gained insight into its political arm, and welcome the opportunity to learn more about policy advocacy and grantmaking. Through my experience with the Wellesley College Alumnae Association, I have developed my persuasive communication skills in order to fundraise for two annual phonathons. During the most recent phonathon, I doubled the amount of calls I made and raised 50% more money. I am eager to learn how I can continue to develop these communication skills and apply them in an advocacy setting.

I am drawn to your commitment to building a more just and equitable Kansas through cultivating strong leadership among women in the community. My personal connection to service stems from a deep desire to help others benefit from the programs and policies that supported my own family while I was growing up in a low-income and underserved community. I want to be involved in the work that the Women's Foundation of Kansas is doing to train local leaders to pass new laws that impact economic prosperity.

My resourcefulness, collaborative spirit, and strong sense of civic duty make me an excellent fit for this Summer Intern position at the Women's Foundation of Kansas. Thank you for your consideration of my application, and I look forward to further discussing my interests and qualifications with you soon. Feel free to contact me at (987) 654-3210 or by email at ssecondy@wellesley.edu at your convenience.

Sincerely,

Sandra Second Year