Anytime you send a resume, always include a cover letter, even if the employer doesn’t request one or says "optional"! Your cover letter is a sales pitch because it clearly states why you want the job and why you are qualified.

**features**

- **Length:** 1 page; 4-5 paragraphs
- **Tone:** Business casual; professional, clear, and direct writing style
- **Purpose:** A compelling argument for why you should be granted an interview via what skills you have to offer
- **Content:** show that you understand the employer, the position, and have done your research

**stuck getting started?**

- **Try writing a letter to someone you know well** – a parent, advisor, professor or teacher. Tell them about the position you’re applying for, how you found it, why you’re interested or excited, why you think you would be a good candidate, what parts of the job you’re ready to take on, and what you know and like about the employer. Of all your strengths and skills, what are the top 3 reasons the employer should interview you for this job?
- **Take this draft and put it into cover letter form; brush up the wording to sound more formal and professional, and organize for skimability and polish**

**final checklist**

- **Proofread grammar, spelling, and content** (mistakes can wreck your chances)
- **Letter design matches resume** (header, font, layout, etc)
- **Letter is customized** for this job & employer
- **Address the letter to a specific individual**; contact HR or Spartans working there to research the best name to use
- **Insert digital signature** for tech savvy and professional polish

**Top 12 attributes employers look for:**

- Problem-solving skills
- Ability to work in a team
- Communication skills (written)
- Leadership
- Strong work ethic
- Analytic/quantitative skills
- Communication skills (verbal)
- Initiative
- Detail-oriented
- Flexibility/adaptability
- Technical skills
- Interpersonal skills (relates well to others)

**Source:** Job Outlook 2018 National Association of Colleges and Employers
I’m writing regarding the Talk Steps Walk Coordinator position located in Detroit, MI. As an English major, I am attracted to a career where I can use my strong communication skills to directly help people. This position would allow me to coordinate with many people in order to plan successful Walks, supporting the CCFA’s goal of improving Crohn’s & Colitis patients’ lives through research. Being very familiar with your organization personally and in networking with the Gastrointestinal Student Group that I head at Michigan State University, I was excited to see the listing for this position on idealist.org.

This opportunity would be an excellent fit for both my personality and skills. As reflected in my resume, in my recent internship at NorthWest Initiative, I had the opportunity to plan a neighborhood conference from the group up, which involved honing many important event-planning skills such as those you are seeking in a Walk Manager: developing a promotional plan to publicize the event, working within budgets and timelines, mobilizing local business leaders and residents to volunteer their time and money, and maintaining current databases to track and record the progress of the event. I learned first-hand many challenges that nonprofits face, and also how vital meaningful relationships with individuals and other groups are to making and organization sustainable.

Of particular relevance to CCFA, I also currently serve as the Social Chair of the MSU GISI (Gastrointestinal Student Initiative) where I plan regular social and educational meetings for student with Crohn’s and Colitis. As with the Walk Manager position, this role requires heavy reliance on networking among and outside of the group. When we participated in the Take Steps Walk at Camp Dearborn last year, I was Team Captain for MSU GISI, and I am looking forward to the event again this year.

Thank you for your time and attention to my application. I look forward to scheduling an interview with you to discuss the position, as well as my qualifications and commitment to your cause. An opportunity to contribute to an organization whose mission I already support would be an excellent next step in my career path.

Sincerely,

Avery Black
Taylor Levine