Cover Letter Guide

Helpful Tips:

Formatting:
Create a consistent look for all of your job search documents. Copy and paste the contact information from your résumé header to your cover letter and reference page, creating your own, customized look.

Your choice of font style (Times New Roman, Calibri, Cambria, etc.) should also be consistent across all of your materials. The size of your font for the cover letter will generally fall between 11 to 12-point and typical margin sizes should be .75 to 1-inch. Your cover letter should not exceed one page in length.

Content:
Your cover letter must be tailored to each specific position/organization to which you apply. Gone are the days of simply changing the organization to which the letter is addressed and using the same cover letter again and again. Employers can tell when an applicant does this, and it will not help your candidacy.

The following components, in this order, should appear in your cover letter:

- Your header with your contact information
- The date (This should reflect the day you will be sending the letter.)
- The recipient’s name and mailing address
- Your salutation (Try to avoid general greetings like, “To Whom It May Concern:” or “Dear Human Resources:” Do your best to research the name of the person to whom your cover letter will be sent.)
- An introductory paragraph
- 1 to 2 paragraphs of detailed information about how your skills and experiences make you an ideal candidate for the position; be sure to demonstrate your knowledge about the position and organization!
- A closing paragraph
- Your valediction
- Your signature (Include this especially if you are sending your letter as a hard copy.)
- Your name, typed

Researching Prospective Employers:
You already know that you will be asked to share your knowledge about the organization during an interview, as they are expecting you to have spent some time learning about the organization and the position. But, did you know it is also important to include some of this knowledge throughout your cover letter, résumé, and thank you letter, too? Use the employer’s website, their social and professional media (LinkedIn profiles, Twitter accounts, and Facebook company pages), news articles, your own contacts within the organization, and other information found on the Internet.

What should you know about the organization?

- Name and location(s)
- Mission, goals, and history
- Accomplishments and areas for development
- Organizational structure and number of employees
- Annual revenue and other financial information
- Product lines and/or services provided
- Parent company and/or subsidiaries
- Major competitors or collaborators
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May 15, 2019

Steve Bulger
Director of Operations
Kids Oneida
310 Main Street
Utica, NY 13502

Dear Mr. Bulger:

Please accept my application for an internship at Kids Oneida, beginning in September 2019. I learned about this position through The Center for Career and Professional Development at Utica College’s online job board. My professional and academic goal is to utilize the knowledge I have learned as a childcare employee and Psychology-Child Life student to work with children, recognize their potential, and strengthen families. Completing my internship at Kids Oneida would enable me to do that in a meaningful way, while serving the community in which I live.

Of the programs Kids Oneida manages, I am very interested in case planning. In the future, I hope to have a career in this area, and I believe the services at Kids Oneida will help me achieve that goal. I am also eager to work with your social work team, both in the office and in the field (to the extent that is possible), to learn as much as I can about this kind of work and contribute to your program’s outcomes. My experiential background includes three years’ experience working within two childcare facilities, as well as the completion of multiple courses in areas of child development and psycho-social support. My background has given me the foundation needed to become client-centered and empathetic, skills I am confident in demonstrating as an intern at Kids Oneida.

It would be a privilege to share my dedication and passion to support the wellbeing of children and families as an intern, alongside Kids Oneida’s team of committed staff. I welcome the opportunity to speak with you in person, and I may be reached by phone, e-mail, or via LinkedIn. My references may also be sent at your request.

Thank You,
Paula Borelli