# How to Write a Great Letter of Continued Interest

A letter of continued interest is an email you send to an admission office, typically after you've been deferred or placed on their waitlist. It lets the college know you're still interested in attending and why.

It's not necessary to send one to every school. When you're deferred or placed on a waiting list, follow the directions the college provides for what they want you to do next. If they specifically ask you not to send a letter, don't! But many colleges will invite you to update your application with a letter describing your new achievements and why you are still interested in attending. If you're unsure, just email back to ask, "May I send a letter of continued interest?" Sometimes all they want is for you to check a box on a form they provide.

**What should I include in a Letter of Continued Interest?**

*New information*. The school has made a preliminary decision that your application is a "maybe." You're a competitive applicant but you didn't quite make the cut. New information is the best way to turn that "maybe" into a "yes." Here's a paragraph-by-paragraph breakdown of what you might include in your letter:

1. Thank the reader for reevaluating your materials and reaffirm that X school is the place for you. If the college is your absolute first choice and you would attend if admitted, say so.
2. Offer new information such as updates on extracurricular activities, any awards won, projects you've begun, or improved GPA or standardized test scores (if applicable).
3. Include any info on a campus visit, if you've made one, and what specifically you loved.
4. Consider including 2-3 brief "Why us" details describing why you and the school are a great match.
5. Thank the reader again and sign off.

This advice comes from the College Essay Guy and you can get more detailed information at https://www.collegeessayguy.com/blog/letter-of-continued-interest