

Cover Letter Writing Project #1

Your Task:

Write a cover letter for a prospective job.

First Steps:

Your first step is to find a currently listed job or internship that would fit a recent grad or current student seeking an internship. **Do NOT** use a previously crafted cover letter. Start with checking for jobs on [Handshake](#). You can then use this portal to make a profile (similar to LinkedIn).

[Video Walkthrough of Handshake](#)

Important Information

You will include the job announcement you found so that I can grade your letter with the actual job posting. “Cut & Paste” the announcement, placing it at the end of your cover letter (on page 2 of your document). Use a screenshot if that is easier. Do NOT just copy the URL - what if the job gets taken off the website before I can grade your letter?

Failing to include the job announcement will significantly affect your grade.

Getting Started:

You might use this as an opportunity to actually apply for a local job or internship, and in that case, you will write about your abilities now. If you want to use this for practice, find a dream job you want to apply for in the future, and write as if you are about to graduate.

Using the information from our work in the class and the job prospect you have found, draft a cover letter.

Address the letter to the contact person / organization in the job announcement. Do your best to find a name. *If no name is available, address it to: Hiring Manager*

You will find some student examples on Canvas. Don't look for perfection, but look to help you grasp ideas presented in class and the text.

Not sure where to start? [Check out the Chico State Career Center Website for some ideas and examples!](#)

Letter Format:

Follow the [Cover Letter Formatting Guide](#)

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Writing Process: Use the Cardon writing process: **Plan-Draft-Review.**

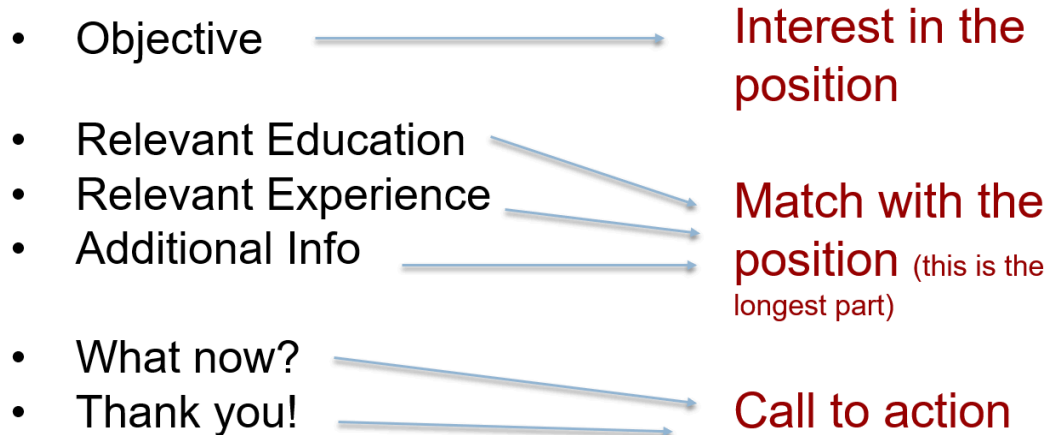
For help with developing your letter, watch [How to Write a Cover Letter by the Chico State Career Center](#)

Your cover letter should be organized into 3 parts:

1. Your interest in the position
2. Your match with the position
3. The call to action (that helps answer the question - what now?)

The image below should help you piece together your ideas into the correct message pattern.

Develop your Message Framing Your Cover Letter in Three Parts



Plan:

1. At some point during the planning process, you should engage in Audience Analysis for your cover letter. You should take time to think about who will be reading your letter and how they will respond. This will help you make decisions about what to include in your letter.
2. Your audience analysis should include thoughts/notes/comments in response to the following questions:
 - a. Who is the primary audience of this message? Who will read it?
 - b. Who is the secondary audience or other possible readers?
 - c. In this situation, what does the primary audience value? What is important to them?
 - d. What is their number one priority in this situation?
 - e. What restrictions or limitations might they be under?
 - f. How do you expect the audience to respond? Positive/Negative/Neutral? Explain.
 - g. How can you showcase your credibility in this message?

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Draft:

Length: One page- your cover letter should not be longer than a single page. The number of words you use will vary with your format.

Style: **Use block style (See [Cover Letter Formatting Guide](#))** See example in your text or at the bottom of this assignment. More help in Chapter 17 of your textbook.

Spacing: Single space with a double space between paragraphs.

Type Font: Use a 12 point Times-New Roman.

Formatting: (See [Cover Letter Formatting Guide](#)). Take time with your formatting. This is an important part of making your work accessible.

AI Usage: If you use AI to help with this assignment, make sure you are following the guidelines outlined in the [AI Usage Document](#).

Review:

Review: Remember how important it is for you to carefully proofread and edit your cover letter. I also highly recommend that you review the [Cover Letter Checklist](#) before finalizing your submission.

Submitting the Assignment:

- **At the end of your cover letter, on page 2, paste a copy of your job posting** (do not post a url - I want to see the actual job posting in full).
- Save your file as a PDF file.
- If you used AI to assist you in the organization, planning or proofreading of your document, please include a short attribution paragraph (at the end of your assignment or on Canvas). Examples of attribution language can be found on the [AI Usage Document](#).

Evaluation: According to assignment guide and COB writing rubric.

Grading & Points- 100 points.

The cover letter will be scored according to this assignment guide and the College of Business writing rubric. You can find this rubric on Canvas. Your grade will appear in Canvas.

Keep scrolling for more examples and info.

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Block Letter Style (Cardon 563). See sample cover letter from the text below.

FIGURE B.2

Sample Letter in Block Format Style

The diagram illustrates a sample cover letter in block format style, enclosed in a rectangular border. The letter is written in a blue serif font. The header section is aligned to the left and includes the organization's name, address, phone number, email, and website. The date is placed below the header. The recipient's name and address are indented. The salutation is followed by the first paragraph. The second paragraph is preceded by a blank line. The closing is followed by the signature and title. The enclosure line is at the bottom. Annotations with arrows indicate specific margin and spacing requirements: a 1-inch top margin, 1-inch to 1.25-inch side margins, a 1-inch bottom margin, 2 to 4 blank lines between the header and date, 2 to 4 blank lines between the date and recipient address, 1 blank line between the salutation and first paragraph, 1 blank line between paragraphs, 1 blank line between the closing and signature, and 2 to 4 blank lines for the signature.

**BETTER HORIZONS
CREDIT UNION**

2737 Better Horizons Loop, Pascaloosa, FL 91214
Phone: 803-784-7300; Email: info@bhcu.org
Web: www.bhcu.org

October 8, 2013

Mr. Jamal Anderson
1211 Altura Avenue
Pascaloosa, FL 91217

Dear Mr. Anderson:

Thank you for your participation in last Saturday's Hope Walkathon as part of the Better Horizons team. Your efforts helped our team raise \$9,700 for the Betty Williams Breast Center.

One of our team members, Neal Boswell, has graciously provided \$10 gift certificates to his local milkshake parlor as a show of appreciation. Your gift certificate is enclosed with this letter.

Once again, many thanks for your important contribution. I hope you will join our Better Horizons team for next year's walkathon.

Sincerely,

Christine Russo
Christine Russo
President and CEO

Enclosure: Neal's Old-Fashioned Milk Shakes Gift Certificate

1" Top Margin

1" to 1.25" Side Margins

At Least 1" Bottom Margin

2 to 4 blank lines

2 to 4 blank lines

1 blank line

1 blank line between paragraphs

1 blank line

2 to 4 blank lines for signature

1 blank line

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An Effective Solicited Cover Letter (Cardon 522). You may put your name as part of the header. The example here would then read:

Haniz Zogby
164 Founders Ridge Court
Havana, FL 32333
850-784-7391
hanizzogby@gmail.com

FIGURE 16.10

An Effective Solicited Cover Letter

164 Founders Ridge Court, Havana, FL 32333 850-784-7391 hanizzogby@gmail.com May 15, 2013 Mr. Jacob Garcia, Director of Human Resources Anchor Federal Credit Union Network 158 Anchor Loop Raleigh, NC 27601 RE: Credit Union Marketing Specialist Position (Job Posting #831481809) Dear Mr. Garcia: My successes in attracting new credit union members would translate well into meeting the requirements of your Credit Union Marketing Specialist position. I am eager to speak with you by phone or in person to learn more about the position and explain how I can contribute. During nearly five years at Better Horizons Credit Union, I have excelled at many of the responsibilities you are seeking, including marketing to increase membership, tracking the success of marketing activities, coordinating marketing events and efforts, and delivering presentations to partners and potential clients. I have helped gain new credit union members by developing marketing campaigns with many of the techniques you are seeking, including event marketing, mailings, referral programs, seminars, and online social networking. One of my most successful marketing campaigns occurred last year when I was given the responsibility of increasing membership among young professionals and university students. I developed mailings, an online social networking campaign, and seminars that resulted in approximately 55 new members. Our branch manager, Ms. Christine Russo, recognized this campaign as the most effective marketing effort during her 15 years at the credit union. During my time working at Better Horizons Credit Union, I have been rapidly promoted and given critical marketing responsibilities due to my leadership, initiative, creativity, and performance. I can make these same contributions to the Anchor Credit Union Network. Please call me at your convenience to arrange an interview. You can reach me at my mobile phone (850-784-7391) between 9 a.m. and 6 p.m. daily. Sincerely, <i>Haniz Zogby</i>	This cover letter is brief but focused, stating key abilities and attributes in a professional and confident manner. The body contains 257 words. The longest paragraph is 75 words. Recruiters are far more likely to read this letter. The letter demonstrates awareness of the needs of the employer and how her skills match those needs. This letter conveys a professional and confident tone. The closing statement is assertive and specific in requesting contact. Yet, it is not overbearing or pushy.
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Cover Letter

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References

Cardon, P. W. (2017). *Business communication: Developing leaders for a networked world*. New York: McGraw-Hill Education.