



COVER LETTER GUIDE

The WoW factor: show your knowledge and enthusiasm for this specific opportunity — get employers excited to look at your resume!

June 2, 20XX
Ms. Emma Ployer
Austin Habitat for Humanity
2020 S. Congress
Austin, TX 78704

Dear Ms. Ployer,



POSITION - Introduce yourself. What position are you applying for, how did hear about the opportunity?

I am currently a senior at the Moody College of Communication, majoring in Public Relations. Susan Simpson, your account manager and Moody Alum mentioned you were hiring for a Social Media Specialist. I am excited to submit my application materials for consideration.



PREPARE - Win them over. Express your knowledge for the company and why this opportunity matters to you.

As a volunteer and supporter of Habitat for Humanity for the last three years, I have seen firsthand the life changing impact that Habitat has made by providing affordable housing for over 29 million people. I am particularly impressed and interested in your latest initiative to use your voice to urge law makers to adopt legislation to support housing stability. I'm very interested in the opportunity to educate, and mobilize more people by leveraging Habitat's social media platforms.



PROPEL - Make them want to swipe right! Show specific examples of results you have attained using the skills they are looking for.

As the social media intern for Austin Pets Alive!, I saw a need to increase their online presence. After researching and analyzing results, I launched a Twitter feed featuring adoptable cats and dogs. APA was able to place over 150 pets in their forever homes through this new social media campaign. I've spent many weekends on site builds as a volunteer, and as a Habitat Team Leader, I recruited 30 members of my fraternity through social media to participate in local builds in Austin.

(Now: ASK for what you want next!)

I am passionate about the opportunity to further the mission of non- profits via social media. I've attached my resume and I would love the opportunity for an interview to further discuss how my skills and experience can contribute to expanding the impact of Habitat for Humanity.

Most Sincerely,

Matthew McResume