

## LETTER WRITING CAMPAIGN

Effective correspondence is as critical to the job search as a competitive resume. Any letters you write should be error free, brief, professional, and interesting. They need to convey a sense of your personality and enthusiasm. The following are types of letters you may need to write during your job search campaign.

**Networking Letter.** This is a letter of referral and introduction designed to set up an information interview, not an employment interview. If you are interested in gaining a clearer sense of direction about a career decision or if you need current “hands-on” information about an industry, field, or the job market, professionals in the field can provide very useful advice and guidance.

**Marketing/Cold Call Letter.** This is a letter of introduction and inquiry to someone you do not know and for whom you have been unable to obtain a referral. The appropriate recipient of this type of letter is the person who oversees the functional area of the organization / school district in which you are interested.

**Response to an Ad Letter.** When applying for a particular opening or inquiring about possible vacancies, a cover letter (also known as “letter of inquiry,” “letter of intent,” or “letter of application”) must accompany your resume. Cover letters are individually tailored to each specific employer. Before writing the letters, research the employers to learn about their history, philosophy, mission, and programs. The most readily available sources are school websites, brochures, newsletters, and networking contacts. This information will provide you with a competitive edge over candidates who do not investigate the organization. (See Career Development Office for additional researching information.)

**Thank You Letter.** This letter should be brief, but clearly express your appreciation for the interview, contact, or reference. You might mention some key point that was discussed during the interview. Reiterate your continued interest in the possibility of employment, and indicate your desire that your candidacy will receive favorable consideration. Thank you letters demonstrate personal and professional courtesy. This type of letter should be written within 24 hours of the initial interview/contact.

**Letter Accepting Position.** This is the most exciting letter of all to write! Reiterate your understanding of the conditions of your employment (position, salary, benefits, and start date) and express again your excitement about joining the organization.

**Letter Rejecting Offer of Employment.** The key to this letter is to not burn bridges; there may be a future time that you may want to contact this employer about employment. Therefore, be positive in rejecting the offer. If appropriate, tell the employer where you will be working. While you need not indicate why you accepted another position, you may choose to do so. Always express your appreciation for the offer!