

Internship Cover Letter Workshop



This workshop is not being recorded

***Please have your cameras turned on
for the whole workshop***

Thank you





Partnering with the Arts Internship Office





Introductions

- + YES Employment+Entrepreneurship
- + You



Uncertain of your next career move?

Learn how to grow your network, conduct interviews, and nurture professional relationships.

Supported by:  Canadian Heritage Patrimoine canadien



YES Employment+Entrepreneurship

- + 25+ years
- + Helping people find jobs, start a business or monetize their art
- + Workshops and 1:1 coaching
- + All in English
- + Almost 10 years partnering with the McGill Arts Internship Office
- + Office in Montreal
- + Serves people who live anywhere in the province of Quebec





**You (please turn on your mic
or write in the chat box)**

+ First Name

+ Your Major



Differences between a CV & a Cover Letter

CV

- No full sentences
- Only about you

Cover Letter

- Only full sentences
- Conveys your interest in the company/organization
- Illustrates clearly how your qualifications match the requirements (connect the dots for the reader)



Learning Outcomes

- 1) Understand expectations around the format and purpose of cover letters
- 2) Identify strategies for customizing your cover letter to specific internships and organizations
- 3) Articulate your skills and accomplishments within the cover letter





Settings



Post



Twan Mulder
@toktoktwan



I'd rather eat a whole bus tire than write a cover letter for a job

3:49 AM · Aug 25, 2021

26 Reposts 2 Quotes 58 Likes



Yes

My main goal for this workshop
is that you leave being ok with
writing cover letters 😊



If you were to think of a cover letter as a persuasive essay, what would you be trying to persuade the reader of?



Persuasive Cover Letters

- The angle of your letter: how you would be valuable to the organization
- Explicitly state similarities between your qualifications and the open position by using comparison transitional words
- Include details



Cover Letter Expectations



**What do you think the
Internship Organization
is expecting your cover letter to look like?
(format)**

Write your ideas in the chat box



Expectations the organization has about the Formatting of your Cover Letter

That your Cover Letter:

- is in the body of your email and attached as a PDF
- is easy to follow
- is shorter than 1 page
- has shorter paragraphs (not long blocks of text)



What do you think the Internship Organization is expecting read? (content)

Write your ideas in the chat box



Expectations the Manager has about the Content of your Cover Letter

That it shows:

- your interest in the field of the internship
- you understand the mission of the organization
- clearly the connection between your qualifications and the requirements of the internship
- key words from the internship posting
- correct spelling and grammar



**Strategies for
Customizing your
Cover Letter to
Specific Internships**



3 Strategies for Customizing your Cover Letter to Specific Internships

1. Use key words from the internship posting
2. Mention the name of the organization's projects, programs, initiatives, events etc. in relation to your qualifications
3. Connect your qualifications with the requirements of the internship



Strategy #1

Use Key Words from the Internship Posting

- Any words that are repeated
- All acronyms
- Words that are capitalized
- Any words you think are key words

Start with the Qualifications/Requirements section of the posting
2nd look at the Responsibilities section of the posting



**HOST ORGANIZATION
REQUIREMENTS:**

Excellent verbal and written communication skills in French and English are necessary. Must be able to facilitate trainings and do follow-up with partners in French.

- University studies in a relevant field: political science, education, psychology, and/or other social sciences
- Interest in programing aimed at empowering youth and increasing their social participation
- Commitment to the promotion of human rights, social justice and equity
- Interest, academic and/or professional experience in one or many of the following areas is an asset: human rights education, anti-racism, working with BIPOC, newcomer or refugee youth, engaging decision makers on matters relating to inclusivity, discrimination and SDGs (sustainable development goals), Indigenous cultures, LGBTQI+ rights, gender-based, intersectional and trauma-informed approaches, anti-oppression and decolonizing practices.
- Must be an autonomous self-starter with strong organizational skills
- Must be capable and willing to work collaboratively – even in an online setting – within multiple working teams
- Computer literacy in database management and Microsoft applications is an asset
- Experience working with children and youth, preferably in a non-formal setting such as camps, youth clubs, etc. is an asset



Key words from the internship posting Requirements Section

- French
- English
- Programming
- Empowering youth
- Youth social participation
- Human rights
- Social justice
- Equity
- Human rights education
- Anti-racism
- BIPOC
- Newcomer
- Refugee
- Inclusivity
- Discrimination
- SDGs (sustainable development goals)
- Indigenous cultures
- LGBTQI+ rights
- Gender-based
- Intersectional approaches
- Trauma-informed approaches
- Anti-oppression practices
- Decolonizing practices
- Work collaboratively
- Within multiple working teams
- Database management
- Microsoft applications
- Children
- Youth
- Non-formal setting
- Online setting



Strategy #2

Mention the name of the organization's projects, programs, initiatives, events etc. in relation to your qualifications

- From the internship posting
- From the organization's website and/or social media



Strategy #3

Connect your qualifications with the requirements of the internship (brainstorming table below)

A Requirement	Your matching qualification
A Requirement	Your matching qualification
A Requirement	Your matching qualification



Capable to work collaboratively (in-person and online) with multiple teams	Worked collaboratively in-person and online while leading the Amnesty International club and 3 sub clubs
A Requirement	Your matching qualification
A Requirement	Your matching qualification



**How to Articulate
your Skills &
Accomplishments
within your Cover
Letter**



Your Qualifications

- Skill sets
- Experience
- Education
- Knowledge
- Accomplishments
- Personality traits
- Certifications



How to Address the Cover Letter/Email

AVOID

~~To Whom it May Concern:~~

~~Dear Sir/Madam, ———~~

~~Dear Mrs. Graham,~~

USE

Dear Director,

Dear Alex Smith,

Dear Olivia Graham,



How to Close the Cover Letter/Email

Examples

Best,
Sincerely,
Kind regards,
Warm regards,
Regards,
Thank you,



5 WORDS TO AVOID

WHEN WRITING A COVER LETTER

DREAM

LOVE

HOPE

THINK

BELIEVE



“I believe my qualifications fit your current needs.”

vs.

“My qualifications such as 3 years’ experience in marketing fits your current needs.”



Transitional Words to Use

WHEN WRITING A COVER LETTER

THEREFORE

AS A RESULT

SIMILARLY

IN THE SAME WAY

LIKEWISE

ALSO



Cover Letter Outline

BEGINNING – the reason why you are sending a cover letter

MIDDLE – comparing/matching (persuasively) the requirements and your qualifications (connecting the dots for the reader)

END – Call to action

Examples:

Ask for a meeting (virtual or in-person)

or

Ask for a phone call



Dear Brenda Smith,

The team at Epic Music Group is charged with managing the careers of some of the most famous musicians in the world. I can imagine that this takes time and dedication. Please consider me for the internship as I have the ability and motivation to provide your team with the support it needs to continue to grow. I am motivated and would commit 100% to this internship.

I am very familiar with both the music industry culture and the MusicMan software suite that is used at Epic Music Group therefore I would be able to start and contribute immediately.

Would it be possible to meet virtually or in-person? I would like to tell you more regarding how my skills, experience and knowledge would contribute to Epic Music Group's success.

Kind regards,
Riley Graham



Many Fast Ways to Proofread



Proofread the Letter

01

Read aloud

02

Spell check on?

03

Print & re-read

04

Prowriting aid
(through McGill)

05

Prowriting aid
(through McGill)



McGill Resources

– Writing Support

- Grammarly - a free extension for your browser that corrects spelling, grammar, punctuation, and sentence structure.
- MerciApp - looks, feels, and functions very much like Grammarly, but for French.
- Microsoft Word and pages both offer an Outline View that helps you jot down keywords, organize them into a structure and reorganize them into a coherent document.
- Activate more grammar checking features within Microsoft Word.
- Word365 offers the “ideas” tab that can help refine your writing by highlighting issues of clarity, conciseness, and conventions.
- A free 30-day demo version of WordQ is available for download. This software allows a text-to-speech readout of the work you have written. It can help you hear certain syntax errors and identify unclear or wordy sentences. The Word Prediction feature helps you minimize spelling errors and may increase typing output by reducing the number of keystrokes necessary to type words.
- Cordial - French grammar corrector.
- BonPatron - Helps you correct your French texts.



McGill Resources

Student Support is a program that provides SSMU Undergraduates with **full access** to ProWritingAid, Calm, and Udemey.

This does not apply to any MacDonald Campus students under MCSS, unless you are double majoring with a subject from the Downtown Campus

PROWRITINGAID

- Improve your writing with real-time feedback & suggestions
- In-depth structure analysis, complex paragraph alerts, writing reports & more
- Integrations for Chrome, Edge, Safari, Microsoft, Apple, & more

CALM

- Calm is the world's most recognized wellness and meditation platform proven to reduce stress and improve sleep quality.
- You get access to guided meditation, breathing exercises, sleep stories, mindfulness exercises, body movement exercises and more.
- Access on iOS, Android, and desktop.

UDEMY

- Udemey is the world's leading online learning platform providing access to over 17,000 courses on leadership, management, technology, business, wellness, marketing & more.
- Courses are available in 65+ different languages.

[CLICK HERE TO REGISTER](#)



How do you feel about writing covers now?

Please your answer in the chat box



1:1 Guidance

1

McGill CAPS

Meeting with a career advisor

2

YES Employment+ Entrepreneurship

Free 30-min meeting with an
employment counsellor

3

McGillConnect

[Sign up](#)

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**Meet mentors. Meet leaders.
Meet McGillians on McGillConnect.**

McGillConnect is an excellent resource to advance your career toolkit!

This growing and exclusive online network gives you the potential to connect with fellow McGillians with relevant career and life experiences. Whether you're looking for proven advice, industry-specific knowledge, or graduate school tips - McGillConnect can help in your search!

How it works



Introductions

Complete a quick Matching Quiz and receive personalized suggestions to connect to members of McGillConnect.



Members

Search the community using filters based on location, industry, or expertise to find the right people for the right conversations.



Connect on your time

Chat through discussion boards, message, or audio or video call, all within the platform. Sync your calendar to choose when you want to connect.





Questions

Thank you!



Join Us On Social Media!



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Be part of our community. Search for YES Employment + Entrepreneurship.

