

Cover Letters

A cover letter introduces you to potential employers, demonstrates personality, and explains why you're a strong candidate for the position you're interested in. Unless the job posting says otherwise, always include a cover letter with your application. A cover letter also lets you clarify any points from your resume that may need more detail.

Like your resume, each cover letter should be tailored to the specific job. Refer to the job posting to highlight the skills and qualifications the employer is looking for. Including a cover letter shows that you've paid attention to their requirements and can explain why you're the right fit.

List your name and preferred contact information at the top of the page. Including your physical address is optional.

Joe Applicant
555 Job Hunt Ave
Winnipeg, MB R5R 1R1
204.555.7777 | applicantjoe@uwinnipeg.ca
LinkedIn: <https://www.linkedin.com/in/applicantjoe/>

Include the date, followed by the contact information for the potential employer.

October 21, 2026

Include whitespace between paragraphs to make it easy to read.

Helen Hirer
101 Human Resources Way
Winnipeg, MB R3W 1R2
204.555.8888
h.hirer@company.com

The first paragraph should include a personal introduction, the title of the job, and why you are interested in the company.

Dear Ms. Hirer,

When possible, address the cover letter to a specific contact person.

I am excited to apply for the Residential Support Worker position at ABC Community Services Inc. With a degree in Psychology from The University of Winnipeg and hands-on experience supporting individuals in crisis, I am eager to contribute meaningfully to your mission of empowering community members.

The body of your cover letter is your chance to show why you're a great fit for the job. Focus on what the employer is looking for by highlighting the skills and qualifications mentioned in the job posting. A helpful tip is to include keywords from the ad, especially those related to skills, achievements, or results.

Throughout my academic journey, I explored theories and practices related to mental health, poverty, and addiction—gaining insights that I've since applied in real-world settings. As a Crisis Phone Volunteer at XYZ Community Health, I provided compassionate, frontline support to individuals facing a wide range of challenges. I conducted risk assessments, offered empathetic listening, and facilitated referrals to specialized professionals, all while helping callers navigate high-risk and emotionally intense situations with care and stability.

ABC's commitment to uplifting and empowering individuals deeply resonates with my own values. I am passionate about creating safe, supportive environments where people feel heard, respected, and encouraged to thrive.

Keep your closing paragraph brief. Thank the employer for considering your application and invite them to contact you to discuss it further.

Thank you for considering my application. I would welcome the opportunity to further discuss how my background and dedication align with the goals of ABC Community Services. Please feel free to contact me using the information provided above. I look forward to the possibility of contributing to your team.

Sincerely,
Joe Applicant

Be concise! Keep your cover letter under one page in length.

Creating Your Cover Letter

Use these questions to help you think about your experiences, values, and goals. This reflection will guide you in writing a cover letter that feels authentic, meaningful, and tailored to the job you're applying for.

Understanding Yourself

What personal values or passions do you want to bring into your work?

What experiences have shaped your interest in this field or role?

Connecting with the Job

How does this role align with your long-term goals or interests?

What part of the company's mission or culture resonates with you?

Telling Your Story

Think of a moment when you felt proud of your work – how can you share that in your letter?

What challenge have you overcome that demonstrates your resilience or adaptability?

How have your academic or volunteer experiences prepared you for this role?

Standing Out

What makes your perspective or background unique in a way that could benefit the employer?

How can you show enthusiasm without repeating what's already in your resume?

Final Reflection

After completing your draft, ask yourself:

Does it reflect the tone you would like your letter to have—professional, warm, confident, etc.?

What do you hope the employer feels or understands after reading your letter?