

# Employer and Corporate Contact Strategies

**Unit:** Communication Skills

**Problem Area:** Demonstrate Written Communication Skills

**Lesson:** Employer and Corporate Contact Strategies

■ **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1 Explain the methods used to contact an employer or a corporation.**
- 2 Write letters of request to an employer or a corporation.**
- 3 Write letters of announcement to an employer or a corporation.**

■ **Resources.** The following resources may be useful in teaching this lesson:

“Complaint Letters,” *Businessballs.com*. Accessed Feb. 10, 2010.  
<<http://www.businessballs.com/complaintsletters.htm>>.

“Filing a Complaint: A Sample Complaint Letter,” *Consumer Action Handbook*. Accessed Feb. 10, 2010. <[http://www.consumeraction.gov/print\\_versions/pv\\_caw\\_problems\\_sample\\_complaint.shtml](http://www.consumeraction.gov/print_versions/pv_caw_problems_sample_complaint.shtml)>.

Hansen, Katharine. “Special Cover-Letter Formats Can Grab Employers’ Attention,”

*Quintessential Careers*. Accessed Feb. 10, 2010.  
<[http://www.quintcareers.com/printable/special\\_cover-letter\\_formats.html](http://www.quintcareers.com/printable/special_cover-letter_formats.html)>.



Heathfield, Susan M. "Interview Thank-You Letters," *About.com: Human Resources*. Accessed Feb. 10, 2010.

<[http://humanresources.about.com/od/recruitingandstaffing/qt/thank\\_you\\_email.htm?p=1](http://humanresources.about.com/od/recruitingandstaffing/qt/thank_you_email.htm?p=1)>.

"Job Acceptance Letter," *Job Employment Guide*. Accessed Feb. 10, 2010.

<<http://www.job-employment-guide.com/job-acceptance-letter.html>>.

Klein, Kim. "Approaching Corporations for Funding," *Shelterforce Online*.

Accessed Feb. 10, 2010. <<http://www.shelterforce.org/online/issues/107/fundraising.html>>.

Schneider, Laura. "Sample Business Letters," *About.com: Tech Careers*.

Accessed Feb. 10, 2010. <[http://jobsearchtech.about.com/od/resumesandletters/a/business\\_letter.htm?p=1](http://jobsearchtech.about.com/od/resumesandletters/a/business_letter.htm?p=1)>.

## ■ **Equipment, Tools, Supplies, and Facilities**

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

## ■ **Key Terms.** The following terms are presented in this lesson (shown in bold italics):

- ▶ attention line
- ▶ body
- ▶ business letter notations
- ▶ cc:
- ▶ complimentary closing
- ▶ copyrighted materials
- ▶ enclosure notations
- ▶ full-block formats
- ▶ identification initials
- ▶ inside address
- ▶ matching donation programs
- ▶ networking
- ▶ Re:
- ▶ salutation
- ▶ signature block
- ▶ tact

- **Interest Approach.** Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

*To open the lesson, share the following insights from author Katharine Hansen about how cover letter formats can grab an employer’s attention. She states, “One of the challenges of getting an employer to pay attention to your cover letter is that letters tend to look uninviting, with large expanses of gray type, broken up only by paragraphs. One solution, of course, is to make your letter as concise as possible so that it doesn’t look like a daunting reading project. Be as brief as you can, and make sure your letter has a pleasing amount of white space. Keep your paragraphs short, and include no more than four to five paragraphs. Cover letters sent electronically in the body of an email message should be especially brief.”*

## CONTENT SUMMARY AND TEACHING STRATEGIES

**Objective 1:** Explain the methods used to contact an employer or a corporation.

**Anticipated Problem:** What are the general practices for contacting an employer or a corporation?

- I. General practices for contacting employers or corporations
  - A. Cover letters require concise information to keep an employer’s attention when numerous applications are received for a job opening. A contact letter to a potential employer or corporation should:
    1. Be kept to one page, being as brief as possible
    2. Have short paragraphs
    3. Include no more than four to five paragraphs
    4. Include a customized narrative to suit the needs of the business
    5. Use professional communication standards
  - B. Business letters use **full-block formats** (all type is aligned on the left margin) and can be sent by USPS mail or by email. The following are the components of a full-block business letter.
    1. The writer’s information is typed on the left below the top margin, or letterhead can be used. The information includes:
      - a. Name
      - b. Address (street or P.O. Box, city, state, and zip code)

- c. Phone numbers (home and/or cell)
  - d. Email address
2. The date is typed three lines below the writer's information or the letterhead.
    - a. The date is typically typed in a month-day-year sequence, with elements separated by commas.
    - b. The month should be spelled in full, and abbreviations should be avoided.
  3. A subject line or reference line below the date is indicated by the abbreviation **Re:**. The subject line is a key communication tool that should embody the mission of the communication. **Business letter notations** (key information for the reader, such as "CONFIDENTIAL") are typed in all capital letters in this space.
  4. The **inside address** is the name and address of the employer or corporation receiving the communication. When the name and address are used on the attention line, it is appropriate to omit this information from the inside address.
  5. The **attention line** is the name of the person receiving the communication. If the name is placed in the inside address, an attention line should not be used.
  6. A **salutation** is an opening phrase used to address the employer or corporation receiving the communication. A colon usually follows the salutation in a business letter (e.g., "Dear Ms. French:"). Common salutations are:
    - a. Dear Sir or Madam:
    - b. To Whom It May Concern:
    - c. Dear Miss Faught:, Dear Ms. Brown:, Dear Mr. Clemmons:, Dear Mrs. Foster:
    - d. Dear ABC Company:
    - e. Dear Mary Wilson, M.D.:, Dear Brian Reese, Ph.D.:, Dear Senator Eckstrom:
  7. The **body** is the part of the letter that contains the message. The body is usually single-spaced with a line space between paragraphs. This is the section of the letter that tells the reader what he or she needs to know or do. To introduce the letter, it is essential to reference whatever has occurred previously or to state the cause for the letter being written. Background or special data should be included to help the reader understand the message. Then the letter can be closed with a final summary or "next steps."
    - a. The writer should tell the reader what he or she is going to say to prepare the reader for the message.
    - b. Next, the writer should say it by delivering the message.
    - c. Then the reader should state what he or she has said.
  8. A **complimentary closing** is the portion used to terminate the letter.
    - a. An example of a formal closing is "Respectfully yours."
    - b. A less formal closing is "Sincerely."
  9. A **signature block** is a space of four blank lines after the complimentary closing for the writer's signature. After the signature, the typed name and an optional title of the writer may be added.

10. **Identification initials** are letters used to identify the typist if it is someone other than the letter writer. For instance, the writer's initials (DJP) and the typist's initials (str) would be shown one line space following the signature block when someone other than the writer typed the letter. For example: DJP:str is a typical format.
  11. **Enclosure notations** are statements about additional information and/or attachments with the cover letter or application. The term "Enclosures (2)" indicates two attachments are included with the cover letter.
    - a. Enclosure: Julie L. Benson Résumé
    - b. Enclosure (2): Julie L. Benson Résumé, Julie L. Benson References
  12. The abbreviation **cc:** (courtesy copies or carbon copies) in a full-block format letter indicates to whom courtesy copies of the letter were sent (other than to the receiver/addressee of the letter). The names of individuals who received courtesy copies of the letter, application, etc. are noted following the cc: (e.g., cc: Michael Belson, Alicia Williams, Scott Hopper).
- C. It is necessary to proofread business letters for spelling, grammar, and typing errors.
- D. When using email, communication with employers or corporations should be brief, but professional.

**Teaching Strategy:** Use VM–A and VM–B to facilitate a discussion of general practices for contacting employers or corporations via a business letter. Show students samples of various business letters chosen from the list of Resources. You could have students work in small groups to create a business contact letter.

Display VM–C and remind students of the importance of proofreading their correspondence. You may want to suggest they print out the common mistakes from Purdue's Online Writing Lab (OWL). Next, display VM–D and explain that text message abbreviations are not acceptable for most business communication.

**Objective 2:** Write letters of request to an employer or a corporation.

**Anticipated Problem:** What is included in a letter of request?

- II. Writing request letters
  - A. Tips for approaching corporations about fundraising
    1. Requests should be professional.
    2. In addition to monetary considerations, non-monetary contributions can be requested, such as:
      - a. Meeting space
      - b. Used equipment
      - c. Manufactured products (e.g., food items, toys, clothing) of the corporation

3. It is beneficial to inquire about any matching donation programs supported by the employer or corporation. **Matching donation programs** (gift programs) are the focus of some employers and corporations who match employees' and retirees' gifts to selected nonprofit organizations.
    - a. The General Electric Foundation, a philanthropic arm of the General Electric Company, founded the first matching gifts program in 1954.
    - b. An employee or employees of the corporation would need to contribute for a matching donation program to be activated.
  4. Contacts at the corporation should be identified.
  5. Prior to a request for funding, it is necessary to prepare an explanatory letter or brochure showing plans for any contributed funds for use with potential employers or corporations. The letter or brochure would include:
    - a. How funds would be used
    - b. Who the funds would serve
    - c. How the employer or corporation would be recognized
- B. Requests to work for prospective employers or corporations
1. Prospective employers may be contacted via a cover letter or email inquiry about:
    - a. A job posting in a local or national newspaper or in an online job bank
    - b. Possible job openings or work a person wishes to do for the employer
  2. Job request cover letters would include:
    - a. Why the letter is being written
    - b. A person's job qualifications
    - c. Contact information for the writer
  3. References for a new job are often garnered via **networking** (gathering information and contacts by asking friends, acquaintances, or people who work for the targeted company). A follow-up to successful networking is often a cover letter to a potential employer, listing the contact who mentioned the job and requested an application. A referred cover letter increases the chance of having a cover letter and request read and considered by the potential employer. Formal requests can be made to previous employers for an employment recommendation. To maximize the benefits of networking and referrals:
    - a. An applicant should request an employment recommendation soon after leaving employment.
    - b. An applicant should ask permission before using a former employer as a reference.
    - c. When a former employer reacts positively to a request for a reference, the applicant can be more confident about receiving a complimentary endorsement for a new job.
- C. Making requests to use copyrighted materials
1. **Copyrighted materials** are those materials to which an exclusive legal right to reproduce or publish has been obtained by an entity. The legal right to repro-

- duce an original work (e.g., literature, music, or artistic properties) must be obtained from the holder of the copyright.
2. It is necessary to identify the selection the individual wants to reproduce.
  3. It is necessary to indicate the placement of the reproduction and those who will use the copyrighted materials.
  4. It is essential to obtain permission to use copyrighted materials before reproducing them.
  5. It is best to assume any original material is copyrighted.

**Teaching Strategy:** Display VM–E, and ask students if they have any other ideas to add to the listed tips. Then display VM–F, and ask students to spend five minutes writing down five characteristics the three listed letters have in common. Assign LS–B for practice.

**Objective 3:** Write letters of announcement to an employer or a corporation.

**Anticipated Problem:** How are formal letters of announcement structured?

III. Writing formal letters of announcement

A. Complaint letters

1. They must be concise, accurate, and well-structured to be read and considered.
2. The main points should be placed toward the front of the letter.
3. Attachments are added only when a detailed history of the problem exists. Typical attachments include copies of:
  - a. The warranty
  - b. An extended service contract or other contracts
  - c. A historical timeline of the complaint (pertinent information)
4. Professional and well-written letters have more credibility.
5. It is important to present the facts using significant details (e.g., “The XYZ Curling Iron was purchased on Saturday, March 1, 2010, from ABC Beauty Supply. It was used five times in the next two weeks. The sixth time it was plugged in, it did not heat.”).
6. It is necessary to suggest positive action by the corporation (e.g., “Please replace the defective XYZ Curling Iron with a new product. I have had other XYZ products and have always been pleased with their durability.”).
7. It is important to justify the need for compensation (e.g., “The last XYZ Curling Iron I owned worked well for five years, and I was expecting this model to have the same durability.”).
8. The letter should be friendly.
9. Complimentary comments should be included in the letter.

10. If there is no plan to use the product again, the result may be a negative outcome.
  11. Complaints should begin with the seller before going to the manufacturer or the consumer protection agency.
  12. Copies of all documents and letters should be kept and filed.
  13. It is important to follow all rules for writing a full-block business letter.
- B. Thank-you letters or emails
1. Following up each job interview with a thank-you letter or an email is a polite way to indicate interest in a position.
  2. A professional and well-written letter shows regard for the company, the interviewer, and the interviewer's time. In addition, it shows enthusiasm toward the position.
  3. It is useful to indicate any next steps, future processes, and/or timetable to being hired.
  4. It is best for the applicant to repeat his or her qualifications and how those qualifications fit the position.
- C. Changes in work schedules
1. It is essential to follow the employer's procedures to request a change in a regular schedule, such as:
    - a. Vacation days
    - b. Sick leave
    - c. Family emergency leave
  2. It is necessary to immediately inform an employer when a conflict will occur in scheduling.
  3. Letters to employers should be prepared in a professional manner and should be proofread.
  4. A copy of a letter or form requesting a schedule change (and the confirmed response by the employer) should be kept on file.
  5. It may be necessary to remind the employer close to the time of the scheduling change.
- D. Job acceptance or rejection letters
1. It is essential to follow all of the rules for writing a professional and error-proof letter.
  2. It is polite to send a response in writing, even when the position was accepted or rejected over the phone or via email or an Internet site.
  3. The acceptance or rejection letter should be addressed to the person who offered the position.
  4. In an acceptance letter, the applicant should indicate thanks and acceptance for the position. To prevent confusion, he or she should state the following elements of employment:
    - a. Terms of employment (position title, salary, etc.)
    - b. Conditions of employment (benefits, etc.)



- c. Starting date
  5. In a brief rejection letter, the applicant should indicate thanks and an appreciation for the offer.
- E. Resignation letters
1. These letters help maintain a good relationship with a former employer. The former employer will be listed on a job history and may be needed as a reference in the future.
  2. It is essential to use **tact** (courtesy) when writing the letter.
  3. Offering two weeks of notice before leaving a position is customary.

**Teaching Strategy:** Display VM–G. Ask students if they have ever written letters of announcement. If they have, ask them to share their experiences. Share some of your own personal experiences. For student practice, assign LS–A and LS–B.

- **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle.
- **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.
- **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

## ■ **Answers to Sample Test:**

### **Part One: Matching**

1. h
2. g
3. c
4. i
5. a
6. d
7. e
8. b
9. j
10. f

## Part Two: Short Answer

1. Answers will vary but should include four of the following general rules for cover letters to contact an employer or corporation.
  - a. Keep the letter to one page, being as brief as possible.
  - b. Have short paragraphs.
  - c. Include no more than four to five paragraphs.
  - d. Include a customized narrative to suit the needs of the business.
  - e. Use professional communication standards.
2. The five types of “Announcement Letters” are:
  - a. Complaint
  - b. Thank you
  - c. Changes in work schedule
  - d. Job acceptance or rejection
  - e. Resignation

## Part Three: True/False

1. T
2. T
3. T
4. F
5. F
6. T
7. F
8. T
9. T
10. T

# Employer and Corporate Contact Strategies

## ► Part One: Matching

**Instructions:** Match the term with the correct definition.

- |                          |                               |
|--------------------------|-------------------------------|
| a. attention line        | f. matching donation programs |
| b. body                  | g. networking                 |
| c. cc:                   | h. salutation                 |
| d. complimentary closing | i. signature block            |
| e. copyrighted materials | j. tact                       |

- \_\_\_\_ 1. An opening phrase used to address the receiver of the communication
- \_\_\_\_ 2. Gathering information and contacts by asking friends, acquaintances, or people who work for the targeted company
- \_\_\_\_ 3. Courtesy copies or carbon copies
- \_\_\_\_ 4. A space of four blank lines after the complimentary closing for the writer's signature
- \_\_\_\_ 5. The name of the person receiving the communication
- \_\_\_\_ 6. The portion used to terminate the letter
- \_\_\_\_ 7. Those materials to which an exclusive legal right to reproduce or publish has been obtained by an entity
- \_\_\_\_ 8. The part of the letter that contains the message
- \_\_\_\_ 9. Courtesy
- \_\_\_\_ 10. Programs that match employees' and retirees' gifts to selected nonprofit organizations



## ► Part Two: Short Answer

**Instructions: Answer the following.**

1. List four general rules for writing a cover letter to an employer or a corporation.
  
  
  
  
  
  
  
  
  
  
2. List the five types of “Announcement Letters.”

## ► Part Three: True/False

**Instructions: Write *T* for true or *F* for false.**

- \_\_\_ 1. Prior to a request for funding from an employer or a corporation, it is important to prepare an explanatory letter or brochure showing plans for any contributed funds.
- \_\_\_ 2. Many corporations provide non-monetary contributions (e.g., meeting space, used equipment, or manufactured products).
- \_\_\_ 3. Cover letters seeking information about prospective jobs should include why the letter is being written, the qualifications of the person writing, and the writer’s contact information.
- \_\_\_ 4. Requests for an employment recommendation are best made several years after leaving the job.
- \_\_\_ 5. Address an acceptance letter to your friend at the company or corporation.
- \_\_\_ 6. A polite way to indicate your interest in a position is to send a thank-you letter or an email following a job interview.
- \_\_\_ 7. Place the main points of a complaint letter near the end so the reader will remember them.
- \_\_\_ 8. Assume any original material is copyrighted.
- \_\_\_ 9. Giving an employer two weeks of notice before leaving a position is customary.
- \_\_\_ 10. It is necessary to keep a copy of the letter or form requesting a schedule change and the confirmed response by the employer.

# BUSINESS CONTACT LETTERS REQUIRE THE USE OF CONCISE INFORMATION

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A contact letter to a potential employer or corporation should keep an employer's attention and should:

1. Be kept to one page, being as brief as possible
2. Have short paragraphs
3. Include no more than four to five paragraphs
4. Include a customized narrative to suit the needs of the business
5. Use professional communication standards



# ELEMENTS OF A FULL-BLOCK FORMAT COVER LETTER

Full-block format business letters align all type to the **left margin** and may be sent via USPS mail or email.



Elements	Requirements	Location
Writer's information	Name, address, phone, email	On the left below the top margin or use a letterhead
Date	Date sent (March 1, 2020)	Three lines below writer information or letterhead
Re:	Reference line or subject line	Email—below the date USPS—below inside address
Business letter notations	Capital letters (CONFIDENTIAL)	Reference line
Inside address	Name, address of employer	Follows the date in a USPS or email format
Attention line	Person who receives the letter; to whom letter is directed	Unnecessary if name is shown in the inside address
Salutation	Opening phrase to address receiver (Dear Sir: or Dear Senator Bins:)	Follows the Re: and is followed by a colon
Complimentary closing	Terminates the letter (Respectfully yours, Sincerely,)	Follows one line space after the last paragraph
Signature block	Space for writer's signature and typed name and title	Four lines following the complimentary close
Identification initials	Identifies the writer and typist if other than the writer (DJP:str)	Follows one line space after the typed name/title in the signature
Enclosures	Indicates attachments are included	Follows one line space after the identification initials and/or the signature block
cc: (courtesy copies)	Tells the reader who else received the letter	Follows one line space after the identification initials, enclosure, or signature block; last line(s) of the letter

# PROOFREAD, PROOFREAD, PROOFREAD

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Proofread business letters for spelling, grammar, and typing errors.





# EMAIL COMMUNICATION

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Email communication with employers or corporations should be brief, but very professional. Incorporate the elements of a full-block business letter in the confines of a one-screen email message.



# WRITING LETTERS OF REQUEST

Tips for approaching corporations about fundraising:

1. Keep requests professional.
2. In addition to monetary considerations, request non-monetary contributions:
  - Meeting space
  - Used equipment
  - Manufactured products (e.g., food items, toys, or clothing) of the corporation
3. Inquire about any matching donation programs supported by the employer or corporation.
4. Identify contacts at the corporation.
5. Prior to a request for funding, prepare an explanatory letter or brochure:
  - How funds would be used
  - Who would be served by the funds
  - How the employer or corporation would be recognized



# LETTERS TO EMPLOYERS OR CORPORATIONS

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- ◆ Inquiry letter about a job posting
- ◆ Letter requesting a recommendation from a previous employer
- ◆ Letters requesting the use of copyrighted materials (e.g., literature, music, or artistic pieces)



# LETTERS OF ANNOUNCEMENT

Complaint letters must be concise, accurate, professional, and well structured to receive consideration.

- ◆ Include facts with details.
- ◆ Use a timeline or a history of the complaint.
- ◆ Provide suggested actions.
- ◆ Include attachments (e.g., warranty, contract, or extended service contract).
- ◆ Begin with the seller and then move to the manufacturer if necessary.
- ◆ Keep copies of all documents and letters.



# THANK-YOU LETTERS

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A thank-you letter or email after a job interview is a polite way to indicate interest in the position.

## WORK SCHEDULE CHANGE LETTERS

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- ◆ Employers need to be aware of changes in work schedules.
  - Vacation days
  - Sick days
  - Family emergency leave
  - Keep a copy of the letter or form requesting a schedule change and the confirmed response

# JOB ACCEPTANCE OR REJECTION LETTERS

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- ◆ Send a response in writing, even when the position was accepted or rejected over the phone, via email, or via an Internet site.
- ◆ Address the acceptance or rejection letter to the person who offered the position.
- ◆ Acceptance letters should include the terms and conditions of employment and the start date.
- ◆ Rejection letters are brief and indicate thanks and an appreciation for the offer.

# LETTERS OF RESIGNATION

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- ◆ Formal letters of resignation help an individual stay on good terms with the employer.
  - Use tact (courtesy) when writing the letter.
  - Offering two weeks of notice before leaving the position is customary.
  - Former employers will be listed on a job history and they may be needed as a reference for future jobs.

# Write Thank-You Letters: Job Interview and a Friend

## Purpose

The purpose of this activity is to write a thank-you letter for a job interview and one to a friend.

## Objectives

1. Identify the components of a professional full-block thank-you letter.
2. Write a thank-you letter for a job interview to the company's human resource officer.
3. Write an informal thank-you note to a friend.
4. Compare and contrast a professional thank-you letter and an informal, friendly thank-you note.

## Materials

- ◆ lab sheet
- ◆ VM-B
- ◆ printer
- ◆ paper
- ◆ writing utensil
- ◆ flash drive



## Procedure

1. Research the components of a full-block business letter. Review several sample letters. Begin your research with the following Web sites:
  - a. Interview thank-you letters at [http://humanresources.about.com/od/recruitingandstaffing/qt/thank\\_you\\_email.htm?p=1](http://humanresources.about.com/od/recruitingandstaffing/qt/thank_you_email.htm?p=1)
  - b. Sample business letters at [http://jobsearchtech.about.com/od/resumesandletters/a/business\\_letter.htm?p=1](http://jobsearchtech.about.com/od/resumesandletters/a/business_letter.htm?p=1)
2. Select an employer or a corporation for which you may wish to work and a position for which you would apply. Using class notes and your research, write a thank-you letter for a recent job interview with that employer's human resources personnel. Write the letter using full-block format (VM-B) and appropriate content.
3. Ask two classmates to proofread your letter and to suggest edits.
4. Make any needed edits to the letter, save it to your flash drive, and print a copy for your instructor.
5. Next, write an informal thank-you note to a friend or family member. Research styles of informal thank-you letters (if needed).
6. Ask two classmates to proofread your letter and to suggest edits.
7. Make any needed edits to the letter and print a copy for your instructor.
8. Finally, write a comparison of the two types of thank-you notes and include the following:
  - a. Discuss the appropriate audience for each thank-you note type.
  - b. Describe any differences in format.
  - c. Describe any differences in tone.
  - d. List the advantages of formal thank-you letters and the advantages of informal thank-you notes.
9. Save both thank-you creations and submit both (as well as your written comparison) to the instructor.



## **Write Thank-You Letters: Job Interview and a Friend**

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1. A rubric for a letter to a human resource person may be found at [http://www.isbe.net/ils/career\\_develop/family/la\\_3CJ.pdf](http://www.isbe.net/ils/career_develop/family/la_3CJ.pdf)
2. The informal (friendly) letter rubrics could be used with modification of content.
3. You may wish to provide the students with a copy of the rubrics before beginning the assignment if the letters will be used for evaluation purposes.

# Writing Professional Letters to an Employer or a Corporation

## Purpose

The purpose of this activity is to write professional letters appropriate for employers.

## Objectives

1. Identify the components of a professional full-block format business letter.
2. Evaluate the requirements for different types of professional business letters.
3. Write letters to employers.

## Materials

- ◆ lab sheet
- ◆ VM-B
- ◆ printer
- ◆ paper
- ◆ class notes

## Procedure

1. Work in pairs or teams of three.
2. Select a business letter from the types shown below. More than one team may write the same type of business letter.
3. Use your notes and VM-B to review the elements of a full-block format for writing business letters.



4. Research the type of business letter assigned. Some Web sites to begin your research include:
  - a. “Approaching Corporations for Funding” at <http://www.shelterforce.org/online/issues/107/fundraising.html>
  - b. “Complaint Letters” at <http://www.businessballs.com/complaintsletters.htm>
  - c. “Filing a Complaint—Sample Complaint Letter” at [http://www.consumeraction.gov/print\\_versions/pv\\_caw\\_problems\\_sample\\_complaint.shtml](http://www.consumeraction.gov/print_versions/pv_caw_problems_sample_complaint.shtml)
  - d. “Job Acceptance Letter” at <http://www.job-employment-guide.com/job-acceptance-letter.html>
5. Compose and type the professional business letter. Select one team member’s name for the writer’s information element of the letter.
6. Ask another team to proofread your letter and to suggest edits.
7. Make any needed edits to the letter, and then print a copy for your instructor.
8. Post your letter on the bulletin board.

Type of Business Letter	Team Members	Team Members
Asking to be considered for a posted job opening		
Asking an employer to identify any possible job openings		
Asking for a recommendation from a former employer		
Requesting the use of copyrighted materials		
Accepting a job offer		
Rejecting a job offer		
Resigning from a job		

# Writing Professional Letters to an Employer or a Corporation

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1. When two teams select the same type of business letter, consider having one team use a wizard or template and having the other team follow instructions without a wizard or a template.
2. Then conduct a class discussion on the efficiency of using a template versus the creativity of an original letter.