

[Your Full Name]

[Your Current Job Title - Fundraising/Development]

[Email Address]

[Phone Number]

[Date]

[Hiring Manager Name]

[Marketing Department Title]

[Organization Name]

Dear [Hiring Manager Name],

I am writing to formally express my interest in the [Marketing Role Title] position within [Organization Name]. Having spent the past [Number] years as a [Current Fundraising Title] on our Development team, I have developed a deep understanding of our mission and donor base. I am now eager to pivot my career toward marketing to leverage my experience in storytelling and brand advocacy at a departmental scale.

During my tenure in Fundraising, I successfully [Specific Achievement, e.g., increased donor retention by X%] by utilizing strategic communication and audience segmentation. These skills directly translate to the marketing department, specifically in areas such as:

- **Campaign Strategy:** Translating organizational goals into compelling narratives that drive action.
- **Audience Insight:** Utilizing donor data to predict engagement trends and refine messaging.
- **Cross-Departmental Collaboration:** Aligning development goals with organizational branding to ensure a unified voice.

I am particularly drawn to this role because [Reason why you want to move to marketing specifically within this organization]. My intimate knowledge of our existing stakeholders and internal processes will allow me to hit the ground running and contribute to the marketing team's objectives immediately.

Thank you for considering my internal application. I look forward to the possibility of discussing how my background in development can offer a unique and valuable perspective to our marketing initiatives.

Sincerely,

[Your Name]