

[Your Full Name]  
[Your Address]  
[Your Phone Number]  
[Your Email]  
[Portfolio Link/LinkedIn Profile]

[Date]

[Hiring Manager Name]  
[Title]  
[Nonprofit Organization Name]  
[Organization Address]

Dear [Hiring Manager Name/Search Committee],

I am writing to express my enthusiastic interest in the [Social Media Role Title] position at [Nonprofit Organization Name]. Having followed your recent campaigns regarding [Specific Cause/Project], I am deeply inspired by your commitment to [Organization's Core Mission]. I am eager to leverage my background in digital storytelling and community engagement to amplify your impact.

During my time at [Previous Organization/Experience], I developed a social media strategy that resulted in a [Percentage]% increase in audience engagement and a [Percentage]% growth in donor conversion via social channels. I specialize in translating complex mission-driven goals into digestible, shareable content that resonates with diverse stakeholders—from grassroots advocates to major philanthropic partners.

My approach to social media strategy for nonprofits includes:

- **Content Advocacy:** Crafting narratives that humanize [Organization's Cause] and drive emotional connection.
- **Data-Driven Growth:** Utilizing analytics to optimize posting schedules and tailor content to platform-specific demographics.
- **Community Management:** Fostering two-way conversations to turn passive followers into active volunteers and donors.
- **Multi-Channel Integration:** Aligning social messaging with email marketing and offline fundraising events.

I am particularly drawn to [Nonprofit Organization Name] because of your unique approach to [Specific Aspect of their Work]. I am confident that my technical skills in [Specific Tools, e.g., Canva, Hootsuite, Meta Business Suite] combined with my passion for social change make me an ideal fit for your communications team.

Thank you for your time and for the vital work you do. I look forward to the possibility of discussing how I can contribute to the growth of your digital community.

Sincerely,

[Your Name]