Your Full Name

Street Address

City, State Zip Code

Your UB Email Address

Date

Their Full Name

Their Position or Title

Street Address

City, State Zip Code

Dear Mr./Ms./Dr. Last Name:

First Paragraph. In three sentences (or so), briefly state (1) who you are, (2) the issue, and (3) what you want the reader to do about it. Be clear and precise as possible about what you would like your reader to do—be solution oriented, not problem oriented. (Think of all this as presenting some context and then the thesis driving your letter.)

Second Paragraph. Explain briefly why you think the reader should do this. Help your reader understand the need for action on their part, but avoid giving so much detail that you bore or annoy them. So state the most important facts that support your cause. You want this paragraph to explain the most compelling reasons for action. (This is the heart of your argument that is justifying your thesis.)

Third Paragraph. Talk about how the reader can make a personal difference. This paragraph should not just be facts–it should engage the reader in a personal way. This paragraph makes it clear why you have specifically emailed the reader and how the reader is in a special position to take action. You can also refer to your request again here.

Fourth Paragraph. Briefly mention one potential point of resistance or skepticism towards your request. Then quickly lay out your response to that point, showing that it is not an issue or it can otherwise be dealt with in a reasonable way by your proposal.

Fifth Paragraph. Thank the reader for considering your request, and provide information on how you may be reached for follow up. (Give them the preferred way you want them to contact you—probably via your UB email address.)

Sincerely/Respectfully [pick one],

[Leave room here so, when printed out, there is space for you to sign this letter with a pen]

Your Full Name Typed Out Here