
Proposal Element: Cover Letters

Most proposals require a **cover letter**, which introduces the proposal and explains why it was sent to the recipient. A cover letter should be short—generally only three paragraphs or so. Where appropriate, it should remind the reader of previous interactions. If appropriate (for example, in a business plan’s cover letter), consider providing a “drop-dead date,” identifying what will happen if the recipient does not respond by a certain date.

Example 13-1 shows a sample cover letter for a business plan.

EXAMPLE 13-1 Sample Cover Letter

	Attn. Barney Rutherford Dexco Unlimited 317 Kenyon Ave. Palo Alto, CA 94306 1-650-555-1212 br@dexcounl.com May 1, 2005
Monadnock Investments 25 Hewitt St. Cambridge, MA 02139 Attn: Janet Mertrie	
Dear Ms. Mertrie,	
<p>When we met last month in Atlanta at EntCon, you asked me to prepare a formal business plan for an initial round of funding at Dexco Unlimited. I'm pleased to provide the attached business plan, which explains Dexco Unlimited and why we'd like additional funding.</p>	
<p>As you probably recall, Dexco Unlimited has created a prototype for a new enterprise software application that provides personalized human resources information. We believe that our application will dramatically reduce the total cost of ownership for small and medium-sized enterprises and compete effectively against existing firms in this space.</p>	
<p>Dexco Unlimited is delighted to offer this initial funding opportunity exclusively to Monadnock Investments. If Monadnock Investments does not respond by June 1, 2005, Dexco Unlimited will present this business plan to other potential investors. If I can answer any questions, please do not hesitate to contact me directly.</p>	
Sincerely,	
Barney Rutherford	
