Letter of Recommendation

Dear [specific contact],

I gladly write this letter of recommendation for Anna Roesing and her numerous accomplishments as a Marketing Intern for Learn Something during the summer of 2009. As the Director of Marketing for Learn Something I had the distinct pleasure of working with and overseeing Anna on a variety of marketing initiatives for the four months she interned at our organization.. When Anna joined us, she did not have any first-hand experience in communications, but she quickly exceeded our expectations by completing new and challenging projects at a professional level. As a nonprofit that depends on a strong marketing strategy, Anna’s work left a lasting impact on our organization and places her in our top five outstanding interns we have had in the past 10 years.

Anna’s passion for understanding marketing principals and public relations is evident in her work. She helped develop a marketing strategy for our 2010 Community Campaign by conducting relevant research on constituent bases and crafting effective “on-message” materials for our donors. She went above and beyond by volunteering to streamline our donor database and used her resourcefulness to find an advanced technical solution to transfer this large batch of data into our new CRM system. This new database will facilitate our outreach efforts for years to come. Anna is unique in that she not only has a great marketing sense and the technical know-how to contribute on a variety of campaigns, but she also learned quickly how to integrate these ideas with our larger organizational objectives and this made it easy for us to trust her with high-level projects.

Additionally, Anna demonstrated professionalism and respect by timely submitting her projects and communicating clearly in staff meetings. Our team was impressed by her final internship presentation, entitled “nonprofit marketing best practices”, which reflected her growth as a promising expert in marketing. Further, the constituents and members who attended commented on her energy and analytical insight. Currently, Anna is finishing her degree in Communications but occasionally attends our community workshops which we developed because of her help. A graduate degree at your school will formalize her training and give her a specialization in marketing that nonprofits desperately need.

I therefore strongly recommend Anna as a graduate student of Marketing at your University. As the head of our marketing team, I have no doubt in my mind that Anna’s diverse background has prepared her for graduate studies. Her passion for marketing in the nonprofit sector will make her as valuable in the classroom as she was in our organization. I am confident she will be a strong asset to your program.

If you have any questions, please feel free to contact me at [ Your Number] to discuss her candidacy for your program.

Sincerely,

[Name]

[Title]

[Organization]

[Contact information]