

Tips for the letter of motivation

Please note: Some scholarship providers have their own tips or specifications for the letter of motivation or use a completely different format. Please find out about the specific requirements in advance.

Below you can find some general information on the structure and content of a letter of motivation.

Formal structure

- Depending on the requirements of the scholarship provider, approx. 1-3 pages
- Short and concise
- Design it like a letter:
 - Sender (also possible in a header as in the CV)
 - Recipient
 - Location and date (above the subject line, not in bold print, right-aligned)
 - Subject line (in bold print, left-aligned)
 - Signature (*handwritten!*)
- Arial (font size 11) or Times New Roman (font size 12) or another easily legible font
- Same font and font size as in the CV
- No colourful graphics or photos
- Formal closing: "With kind regards"

Content structure

- Salutation: "Dear Mr/Ms/Mx...,"
 - >> We recommend trying to identify a direct contact person.
- Use "Dear Sir or Madam," only if the contact person cannot be identified.
- If there is more than one contact person, mention the highest-ranking person first.
- In addition, please always enquire with the respective scholarship provider what they expect in the letter of motivation, as you may have to include further aspects. FAQs are often available on their homepages.

Content: Four paragraphs

1. State your request (application for a scholarship) and introduce yourself briefly (!)
>> Field of study, higher education institution, characteristics from the CV with particular relevance for the respective scholarship provider
 2. Why do I fit in particularly well with this foundation?
>> Substantiate it with facts (e.g. from your CV)
 3. Why am I applying specifically for THIS scholarship?
>> Values of the foundation in your own life, non-material support, etc.
 4. Indicate that you hope your application has sparked interest and you would be happy to provide any additional information as required.
- No more than 3 statements per sentence, preferably only one
 - Rule of thumb: No sentence should be longer than 8 to 15 words
 - Show self-confidence without being arrogant
 - It is particularly important to clearly emphasize your connection to the scholarship provider!