

## Guidelines for the letter of motivation

For the application for a Deutschlandstipendium at Rhine-Waal University of Applied Sciences

*Status: March 2025*

Dear applicants,

As we receive questions about the letter of motivation every year, we would like to give you a few tips.

### Format

Your letter of motivation should be approximately one DIN A4 page long and under no circumstances exceed two pages with a font size of 11-12 and line spacing of 1 - 1.5 lines.

You can use, for example, "Dear members of the selection committee for the Deutschlandstipendium" as a salutation.

### Content

Below you will find a suggestion for the structure with possible content of the letter of motivation. These should be seen as suggestions if you are struggling with the cover letter.

#### First paragraph: **Introduction and concerns**

In the first paragraph, you can state facts about your education, skills and knowledge.

- Degree: course of study, semester, degree if applicable
- Work experience, if available
- Specialist knowledge, skills and language skills
- Prizes and awards (if applicable)

#### Second paragraph: **Motivation to study and commitment**

- Why do you want to study or are studying this degree programme?
- What do you hope to gain from the degree programme (personally, professionally, for your career)?
- Extracurricular and/or social commitment, personal interests and life situation. Here you can explain what special achievements and commitments or personal characteristics speak for you and describe any particular personal/family challenges in your CV.

#### Third paragraph: **Why are you applying for this scholarship?**

- What do you hope to gain from it?
- How will the scholarship help you achieve your academic, professional and personal goals?

Fourth paragraph: **Closing formula**

### **The supreme discipline of “storytelling”**

Storytelling is a communication tactic in which information and facts are packaged in a story to evoke emotions and interest in the reader. Good storytelling is characterized by the fact that images are created in the reader's mind that are anchored in the memory and ensure that the story is remembered.

### **Potential hurdles**

- Do not present a fully formulated version of your CV. Instead, describe your motivation, goals, motives, experiences and insights that can be derived from your CV.
- Avoid typos and spelling mistakes.
- We notice when a generic cover letter is purely written by ChatGPT or another AI program.
- Short and concise instead of overly detailed.
- The motivation “I need money” is not enough. Instead, explain why you deserve the scholarship based on your achievements and commitment.