**[Official Letterhead]**

[Organization Name]

[Address]

[City, State, Zip]

[Phone Number]

[Date]

To Whom It May Concern:

**[Introduction]**

* + Name of your organization
  + Your role in the organization
  + What your organization does
  + Size of your organization
  + How many people you employ
  + Where your organization is located

**[Body]**

* + What certification you’re expressing support for
  + Why you’re requesting support for this certification
  + Why do you trust the certifying body?
  + How would state approval of this certification offer value to your industry and your organization specifically?
  + How difficult is it to find knowledgeable and skilled entry-level employees for your organization?
  + In what ways does your organization struggle to find qualified employees?
  + How does this certification help address the hiring struggles your organization faces?
  + Why would you hire someone/why do you hire people with this certification?
  + **If you are willing to offer preference (such as guaranteed interview, preferential hire or higher pay) to a certification earner, please note.**
  + If you wish all of your current employees had this certification, please note.

**[Closing]**

* Restate why you request state approval for this certification.
* Restate why this certification is essential to your industry and organization's success.

Sincerely,

[A Picture of Your Signature]

[Your Name]

[Title]

[Email Address]

**Letter of Support Checklist**

**Letter Format**

* Official Letterhead
* Signature of letter writer
  + Visit <https://www.icevonline.com/certificationsupport> for step-by-step instructions on how to insert a picture of your signature

**Appropriate Language**

* Use:
  + “Certification”
  + Strong action verbs
  + Powerful language
  + Present tense
* Avoid:
  + “Certificate”
  + “Curriculum”
  + “Content”
  + “iCEV”
  + “CEV”

**For More Information**

* Contact:
  + Kelli Neuman Hughes, Director of Business & Industry Partnerships
    - Kelli.hughes@icevonline.com
    - *Please submit letters to Kelli*