

Here's what you need in the cover letter. Probably three paragraphs (4 if you have more to say):

1st - Hi, here's who I am (briefly, rising junior majoring in Mechanical Engineering...) I heard about your company through XX and I'm really excited about XX position (job or internship, state specific position) and here's WHY. Make a connection between you and their company that will compel them to keep reading (I'm excited about your new product/technology, my roommate worked there last summer and loved it, etc)

2nd - Here's where you want to show them more specifically where your experience/interests and the skills they're looking for CONNECT. The closer the match here the more they're going to want to talk to you. Don't repeat your resume, but tell them something new or go deeper in an area that establishes this connection. How can you help THEM? This may take two paragraphs, depending on how much experience you have or year in school.

3rd - Wrap it up. Brief paragraph, something like "I am very excited about the prospect of a summer internship with your company. I think I could add value to your organization with my X, Y and Z. I am best reached by email at XXX OR I will be in your area on these dates, and I hope to hear from you soon!"

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