

Persuasive Letter Rubric: Miss Wood

Standard: 5.5.4 Write persuasive letters or compositions that:

- State a clear position in support of a proposal.
- Support a position with relevant evidence and effective emotional appeals.
- Follow a simple organizational pattern, with the most appealing statements first and the least powerful ones last.
- Address readers concerns.

Student Name: _____

	1 – Does Not Meet Expectations	2 – Well Below Expectations	3 – Approaching Expectations	4 - Meets Expectations
Letter Format (Use of a Heading, Inside Address, Salutation, Body, Closing, and Signature)	Three or less components completed and in the correct locations.	Four components completed and in the correct locations.	Five components completed and in the correct locations.	Six components completed and in the correct locations.
Reasons (Use of logic to cover a main point to back up your argument)	One or less reason is stated with one or less fact supporting the reason.	Two reasons are stated with one fact supporting each reason.	Two reasons are stated with two facts supporting each reason.	Three or more reasons are stated with two or more facts supporting each reason. The writer anticipates the reader's concerns and has provided at least 1 counter-argument.
Support (Use of facts, statistics, examples, or real-life experiences that support your reasons)	One or less fact supports the reason and the fact is not specific or relevant to the reason.	One fact supports each reason and the fact is specific and relevant to the reason.	Two facts support each reason and only one fact is specific and relevant to the reason.	Two or more facts support each reason and the facts are specific and relevant to the reasons.

Writing Style (Use of sentence structure, word choice, and persuasive tone)	Sentences run-on and are incomplete or rambling. Word choice is simple. Creates no feeling of persuasion.	Sentence structure does not have variety. Word choice lacks variety. Creates an overall feeling of being persuaded.	Sentence structure has some variety. Word choice has some variety. Creates an overall feeling of being persuaded.	Sentence structure has variety. Word choice has variety. Creates an overall feeling of being persuaded.
Mechanics (Use of punctuation and spelling in writing based on taught skills)	Six or more punctuation or spelling errors.	Five punctuation or spelling errors.	Four punctuation or spelling errors.	Three or less punctuation or spelling errors.
Grammar (Use of proper grammar in writing based on taught skills)	Six grammatical errors.	Five grammatical errors.	Four grammatical errors.	Three or less grammatical errors.