Persuasive Letters Evaluation Rubric

Student _________________________________________________________________ Grade _____
Teacher _________________________________________________ Date _______________________

Directions: Use the rubric to evaluate your students’ completed persuasive letters. To receive an exemplary score (4), a student’s work should reflect the criteria described below.

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**Planning and Implementation**

The writer’s ideas are clear, well organized, and well developed.

- The persuasive letter...
  - is logically sequenced.
  - begins with a strong lead that grabs the readers’ attention, such as something unexpected, a quote, dialogue, or a question.
  - has a strong ending that makes the reader think about the author’s ideas.

**Evidence of Genre Characteristics**

The persuasive letter...

- indicates a specific audience (voice).
- states a strong position, or point of view.
- makes a case using facts, concrete examples, and supporting evidence.
- suggests solutions and actions.
- uses emotional words to influence the reader.

**Grammar, Usage, and Mechanics**

The writing has...

- no run-on sentences.
- no sentence fragments.
- correct subject/verb agreement.
- correct verb tense (future).
- correct punctuation (commas in greetings/closings and ,too).
- correct capitalization.
- correct spelling.
- indented paragraphs.

Key:

1-Beginning  2-Developing  3-Accomplished  4-Exemplary

Comments: