

Persuasive Letter Rubric

	4	3	2	1
Goal/Thesis	Strongly and clearly states a personal opinion. Clearly identifies the issue.	Clearly states a personal opinion. Some references to the issue.	Personal opinion is not clearly stated. Little or no references to the issue.	Personal opinion is not easily understood. Has no reference to the issue.
Reasons and Support	Three or more excellent points are made with good support. It is evident the writer put much thought and research into this assignment.	Three or more points are made with support, but the arguments are somewhat weak in places. The writer doesn't persuade completely.	Two points made; shows some preparation, but weak arguments.	Preparation is weak; arguments are weak or missing; and less than three points are made.
Conclusion	Summarizes personal opinion in a strong concluding statement.	Summarizes personal opinion in a concluding statement.	Concluding statement is a weak summary of personal opinion.	Concluding statement makes no reference to personal opinion.
Organization	Sentences and paragraphs are complete, well written, and varied.	Sentence and paragraph structure is generally correct.	Sentence and paragraph structure is inconsistent.	Little or no evidence of sentence or paragraph structure.
Word Choice/Tone	Choice of words that are clear, descriptive, and accurate. Maintains consistent persuasive tone throughout letter.	Adequate choice of words that are clear and descriptive. Demonstrates a persuasive tone in parts of the letter.	Choice of some words that are clear and descriptive. Lacks consistent persuasive tone.	Language and tone of letter is unclear and lacks description.
Mechanics and Grammar	Contains few, if any punctuation, spelling, or grammatical errors.	Contains several errors in punctuation, spelling, or grammar that do not interfere with meaning.	Contains many punctuation, spelling, and/or grammatical errors that interfere with meaning.	Contains many punctuation, spelling, and/or grammatical errors that make the piece illegible.