

# Endorsement Letter Rubric

	4	3	2	1
<b>Goal</b>	Strongly and clearly states a personal opinion. Clearly identifies the product or service.	Clearly states a personal opinion. Some references to the product or service.	Personal opinion is not clearly stated. Little or no references to the product or service.	Personal opinion is not easily understood. Has no reference to the product or service.
<b>Reasons and Support</b>	Three or more excellent points are made with good support. It is evident the writer put much thought 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.
<b>Organization</b>	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.
<b>Word Choice/Tone</b>	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.
<b>Mechanics and Grammar</b>	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.