

Rubric for Persuasive Letters

CATEGORY	4	3	2	1
Audience	Demonstrates a clear understanding of the potential reader and uses appropriate vocabulary and arguments. Anticipates reader's questions and provides thorough answers appropriate for that audience.	Demonstrates a general understanding of the potential reader and uses vocabulary and arguments appropriate for that audience.	Demonstrates some understanding of the potential reader and uses arguments appropriate for that audience.	It is not clear who the author is writing for.
Goal or Thesis Statement	The goal or thesis provides a clear, strong statement of the author's position on the topic.	The goal or thesis provides a clear statement of the author's position on the topic.	A goal or thesis is present, but does not make the the author's position clear.	There is no goal or thesis.
Reasons Supporting Goal or Thesis Statement	Includes 3 or more reasons (facts, statistics, examples, real-life experiences) that support the goal or thesis statement. The writer anticipates the reader's concerns, biases or arguments, and has provided at least 1 counter-argument.	Includes 3 or more reasons (facts, statistics, examples, real-life experiences) that support the goal or thesis statement.	Includes 2 reasons (facts, statistics, examples, real-life experiences) that support the goal or thesis statement.	Includes 1 or fewer reasons (facts, statistics, examples, real-life experiences).
Facts and Examples	All of the facts and examples are specific and relevant, and explanations are given that show how each piece of evidence supports the author's position.	Most of the facts and examples are specific and relevant, and explanations are given that show how each piece of evidence supports the author's position.	At least one of the facts and examples is relevant and has an explanation that shows how that piece of evidence supports the author's position.	Facts and examples are not relevant and/or are not explained.
Sequencing	Arguments and support are provided in a logical order that makes it easy and interesting to follow the author's train of thought.	Arguments and support are provided in a fairly logical order that makes it reasonably easy to follow the author's train of thought.	A few of the support details or arguments are not in an expected or logical order, distracting the reader and making the letter seem a little confusing.	Many of the support details or arguments are not in an expected or logical order, distracting the reader and making the letter seem very confusing.
Letter Format	Complies with all the requirements for a business letter.	Complies with almost all the requirements for a business letter.	Complies with several of the requirements for a business letter.	Complies with fewer than 75% of the requirements for a business letter.