

Name: _____

Persuasive Letter Rubric

	4	3	2	1
Opening Statement	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 with no reference to the issue.
Supporting Details	Provides 2 or more strong details, reasons and/or examples in support of the opinion	Provides 2 details, reasons and/or examples in support of the opinion.	Provides at least 1 detail, reason and/or example in support of the opinion.	Provides little or no support of the opinion.
Tone/ Language	Chooses words that are clear, descriptive and accurate. Maintains consistent persuasive tone throughout letter.	Adequately chooses words that are clear and descriptive. Demonstrates a persuasive tone in parts of the letter.	Chooses some words that are clear and descriptive. Lacks consistent persuasive tone.	Language and tone of letter is unclear and lacks description.
Format/ 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.
Concluding Statement	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.
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.

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