

Persuasive Letter Rubric (60 points)

Directions: Below is the rubric for the persuasive letter you will be writing to Food Service. Please take a minute to reflect on the letter you wrote and the score you feel you deserve. Record your score in the column titled Total. If the box states x2, then multiply the score you gave yourself by 2. Once you have totaled up your score, explain why you feel you deserve the score you gave yourself on the lines provided for you.

Element	5	4	3	2	1	Total
Organization	The letter is organized, focused, and well developed.	The letter is organized.	The letter is missing 1: hook, thesis, topic sentence, transition, closure.	The letter is missing 2-3: hook, thesis, topic sentence, transition, closure.	The letter is missing several: hook, thesis, topic sentence, transition, closure.	X2
Word Choice	Word choice is appropriate, sophisticated, and unique.	Word choice is appropriate and somewhat unique.	Word choice is appropriate for the letter.	Word choice is weak.	Word choice is dull and inappropriate for the letter.	X2
Support/Evidence/Explanation Element #1	Support and explanations are clear, fully developed, and sophisticated.	Support and explanations are included and make sense.	Support and explanations are included, but they are not fully developed.	Essay is missing specific examples, or the examples are weak.	There is no support or explanation.	X2
Support/Evidence/Explanation Element #2	Support and explanations are clear, fully developed, and sophisticated.	Support and explanations are included and make sense.	Support and explanations are included, but they are not fully developed.	Essay is missing specific examples, or the examples are weak.	There is no support or explanation.	X2
Support/Evidence/Explanation Element #3	Support and explanations are clear, fully developed, and sophisticated.	Support and explanations are included and make sense.	Support and explanations are included, but they are not fully developed.	Letter is missing specific examples, or the examples are weak.	There is no support or explanation.	X2
Conventions	There are nearly no grammatical errors.	There are few grammatical errors.	There are some grammatical errors.	There are many grammatical errors.	Grammatical errors impede understanding.	
Format	Follows correct letter writing format.	Missing one element of proper letter format.	Almost follows proper letter writing format.	Somewhat follows letter writing format.	Does not follow letter writing format.	
Total						

I feel I deserve this grade because: _____
