

Persuasive Letter Writing Rubric

Salutation and Closing

- 4 Salutation and closing have no errors in capitalization and punctuation.
- 3 Salutation and closing have 1-2 errors in capitalization and punctuation.
- 2 Salutation and closing have 3 or more errors in capitalization and punctuation.
- 1 Salutation and/or closing are missing.

Grammar & spelling (conventions)

- 4 Writer makes no errors in grammar or spelling.
- 3 Writer makes 1-2 errors in grammar and/or spelling.
- 2 Writer makes 3-4 errors in grammar and/or spelling
- 1 Writer makes more than 4 errors in grammar and/or spelling.

Ideas

- 4 Ideas were expressed in a clear and organized fashion. It was easy to figure out what the letter was about.
- 3 Ideas were expressed in a pretty clear manner, but the organization could have been better.
- 2 Ideas were somewhat organized, but were not very clear. It took more than one reading to figure out what the letter was about.
- 1 The letter seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letter was about.

Capitalization and Punctuation

- 4 Writer makes no errors in capitalization and punctuation.
- 3 Writer makes 1-2 errors in capitalization and punctuation.
- 2 Writer makes 3-4 errors in capitalization and punctuation.
- 1 Writer makes more than 4 errors in capitalization and punctuation.

Neatness

- 4 Letter is typed, clean, not wrinkled, and is easy to read with no distracting error corrections. It was done with pride.
- 3 Letter is neatly hand-written, clean, not wrinkled, and is easy to read with no distracting error corrections. It was done with care.
- 2 Letter is typed and is crumpled or slightly stained. It may have 1-2 distracting error corrections. It was done with some care.
- 1 Letter is typed and looks like it had been shoved in a pocket or locker. It may have several distracting error corrections. It looks like it was done in a hurry or stored improperly.