

Persuasive Letter Scoring Guide

	4 (Strong)	3 (Stronger than Weak)	2 (Weaker than Strong)	1 (Weak)	Score
Writing Process and Habits	The student incorporates <u>all</u> steps of the writing process.	The student shows <u>most</u> of the steps in the writing process.	The student shows <u>some</u> of the steps in the writing process.	The student shows <u>few</u> of the steps in the writing process.	
Beginning, Middle, End (Organization)	The paper has a strong beginning(lead), middle(problem), and ending (solution).	The paper has a beginning, middle (problem) and ending (solution).	The paper is missing one of the three parts (beginning, middle end).	The paper is missing more than one of the three parts (beginning, middle end).	
On Topic (Ideas)	The paper stays on the topic and has MANY specific details that create a clear picture.	The paper stays on topic and has some details that create a picture.	The paper is confusing and/or unclear, does not create a clear picture; few details.	Story does not stay on topic or create a picture; not enough details are used.	
Powerful Language (Word Choice)	The paper has many words that are descriptive & expressive (very strong voice).	The paper has some words that are descriptive & expressive (strong voice).	The paper mostly uses words that are ordinary and dull (weak voice).	The paper uses repeating words that are ordinary and dull (lacks voice).	
Sentences (Sentence Fluency)	The paper always has complete sentences and a variety of sentence lengths.	The paper has complete sentences but does not have a variety of sentence lengths.	The paper has some complete sentences.	The paper has very few complete sentences making it difficult to read.	
Grammar/Spelling (Conventions)	The paper has few errors in grammar/usage, punctuation, capital letters or spelling.	The paper has some errors in grammar/usage, punctuation, capital letters or spelling.	The paper has many errors in grammar/usage, punctuation, capital letters or spelling.	The paper has repeated errors in grammar/usage, punctuation and capital letters or spelling that make it hard to read.	
Friendly Letter	The letter has all 5 parts in the correct place. (Heading, Greeting, Body, Closing, Signature)	The letter is missing one part or parts are misplaced.	The letter is missing more than one part.	The letter is missing many parts.	
Persuasive Purpose	The letter has a clear purpose supported with 3 or more details.	The letter has a clear purpose but does not have 3 supporting details.	The letter does have a clear purpose but no supporting details.	The letter does not have a purpose.	
				Total Score	