

BUSINESS PROJECT

Course Title:	Cooperative Business Education I
Project Name:	Writing A Persuasive Letter
Time:	4 –5 hours

Objectives: Demonstrate effective written communication skills
Analyze written material
Demonstrate effective oral communication skills.

Materials Needed: Pen, Pencil, Computer, Word Processing Software.

Resources Needed: Samples of persuasive letters

Student Handouts Needed: Instruction sheet explaining the AIDA formula, the purpose of the letter and the principal's name with the name of the school and the address.

Interdisciplinary Involvement: Language Arts, Social Studies

Step-by-Step Instructions:

1. Teacher Lecture: Explain that the purpose of a persuasive letter is to sell your idea to someone. You are trying to get them to do something they may not want to do.
2. The teacher will discuss the **AIDA** formula for composing a persuasive letter. First paragraph **A**-Attention; Second paragraph **I**-Interest; Third paragraph **D**-desire; Fourth paragraph **A**-Action.
3. The teacher will discuss a sample persuasive letter, and analyze each paragraph.
4. The teacher will lead the class in a discussion on a controversial topic that is of interest to the students and one that can be presented to the administration. They may have topics of their own to present. (Examples: AIDS – the action desired is to have an aids awareness day, Drinking and Driving - the action desired is to have a informational assembly open to the student body just before prom or spring break, or Confederate flag – the action desired is to take the flag down or let it fly.)
5. Students will compose a persuasive letter using the **AIDA** formula and present it to the class. These letters will be addressed to the principal and should require some action on his/her part. (Example: speaking to the class concerning the topic).
6. Students and teacher will select which letters will be sent to the principal.

Assessment: 1

The assignment will be evaluated and discussed according to the following criteria:

Criteria	Commendable 16-20 pts.	Acceptable 11-15 pts.	Need Improvement 6-10 pts.	Unacceptable 0-5 pts.
Planning	Excellent use of time. Content was well developed.	Good use of time. Used time wisely to plan information for the letter.	Effort put into assignment was minimum. Time was not used wisely.	Did very little planning. Wasted a lot of time.
Preparation	Letter was well prepared. Formatted correctly and visually pleasing.	Letter was prepared adequately. Visually pleasing.	Minimum time was spent on organizing ideas. Some errors in formatting.	Letter was not organized. Formatted Incorrectly.
Grammar Sentence Structure	Good use of complex and varied sentence structure. Good use of the AIDA formula.	Good use of the English language. No grammar or errors in sentence structure.	Didn't proofread the final copy. Too many grammatical errors and incorrect sentence structure.	Poor grammar and sentence structure.
Oral Presentation	Exemplary oral communication skills.	Expressed ideas very clearly. Spoke with good diction.	Communication skills need to be improved. Couldn't express ideas clearly/seriously.	Poor presentation skills. Couldn't explain the purpose of letter.
Attitude	Always positive and willing to offer assistance. Demonstrates a positive attitude at all times.	Very cooperative. Demonstrates a positive attitude most of the time.	Cooperated occasionally. Showed a good attitude when it was convenient.	Argued about the assignment. Wasn't cooperative. Demonstrated a very poor attitude.
Total Points				

Instruction Sheet for Students

1. The purpose of this assignment is to write a letter explaining a topic to someone (your principal) about something you want to do or some action you would like to see occur in your school.

NOTE TO THE TEACHER: Your class can decide on the topic, or the students can address individual concerns. If your class decides on individual topics, get the topic from the student before they start on this assignment.

2. You will compose a persuasive letter using the **AIDA** formula. Your letter has to be at least four paragraphs.
 - (a) In the first paragraph you want to get the **attention** of the reader.
 - (b) The second paragraph should spark **interest** in the reader. Be creative.
 - (c) Create a **desire** for what you want to do. Why is this important to you? Make this evident in the third paragraph.
 - (d) The last paragraph should indicate some **action** you want to occur. What do you want to happen?
3. Your letter will be keyed in block style with open punctuation. It will be addressed to your principal, the name of the school, the address of the school, city, state, and zip.
4. You will sign your name, of course, as the writer, your title is CBE Student, and the name of your school.
5. Proofread your work carefully before you print.

Sample Persuasive Letter---adapted from the textbook entitled Entrepreneurship and Small Business Management, published by Glencoe.

Forest View High School
20500 Merton Avenue
San Diego, CA 92110

June 14, 2000

Sharon Powell
CCV Enterprises, Ltd.
10313 Rialto Vista Boulevard
San Diego, CA 92127

Dear Ms. Powell

I am a senior at Forest View High School and am studying entrepreneurship. I recently saw an article in the newspaper about your new product and was fascinated by the story of how you got started.

To help us really get a feel for what entrepreneurs do, my teacher often asks local entrepreneurs to visit the classroom and tell their stories. The students love to hear from people who are out there already, doing what we are learning about in school. For all of us, visitor's day provides the best class of the week.

I was given an assignment to find a local entrepreneur and ask him or her to speak to the class. The date and time of this talk would be Friday, November 6, at 10:00 a.m. in room 110. We could arrange to have any necessary equipment, such as an overhead projector, available for the presentation.

We've never had a speaker from your field before, so it would be a thrill for us to hear from you. Please consider joining us on November 6 and telling us about your success. I look forward to hearing from you soon. You may reach me at 555-8467.

Sincerely

Your Name
CBE Student
Name of School