

Name: \_\_\_\_\_ Advisory: \_\_\_\_\_

## **CURRENT EVENT PROJECT - PERSUASIVE CIVIC LETTER**

Now it is time to embark on the third and final piece of our current event project about Environmental Change. So far you have researched an influential current event, researched it thoroughly and created awareness about this issue by presenting a PSA or advocacy poster. Now it is time to take more action and write a persuasive letter. This letter will:

- Present your issue in a professional manor
- Create change by advocating for your cause
- Engage you in civic responsibility

### **Persuasive Civic Letter Requirements**

- Your persuasive civic letter must be at least 4 paragraphs and include information about your environmental issue as well as proposed solutions and your “call to action statement.”
- Use all the research you have collected to create a correctly formatted letter to an environmental agency that will persuade them to take action for your specific cause:
  - Use correct letter format such as Dear, and Sincerely as well as a proper introduction and conclusion thanking the agency for reading your letter. Use professional and persuasive language (no conversational or slang words) in order to convince the agency to take up your cause.
    - Paragraph 1: Introduce yourself and give the agency some background about why you are writing them this letter.
    - Paragraph 2: Clearly state your environmental issue and how it is affecting the ecosystem, fauna, flora, and humans, etc (This should be a summary of what you learned about your issue through the Current Event Summary)
    - Final Sentence of Paragraph 2 - Call to Action Statement: This is going to be the heart of your letter and is the statement that you will use to convince the agency to help you with your cause. It functions as the thesis statement of your letter.  
*Example: Please take up the cause of **poaching** by taking this action: **increasing federal laws and punishment for those caught***
    - Paragraph 3: Include proposed solutions to your environmental problem and how those solutions can be applied. Explain how the agency can support the solution(s) - and what makes the agency a good fit to help (think about the agency’s mission statement).
    - Paragraph 4: Summarize the most important things you want the agency to know/understand, and thank them for their time.

- You will need to select an agency and find their address online. Here are a few agencies that you might consider writing your letter to:
  - EPA (Environmental Protection Agency)
  - NWF (National Wildlife Federation)
  - NGS (National Geographic Society)
  - WWF (World Wide Fund for Nature)
  - ICLEI (Local Governments for Sustainability)
  - IUCN (International Union for Conservation of Nature)
  - Sierra Club
  - Audubon

**\*\*STAPLE THIS RUBRIC TO A COPY OF YOUR LETTER! DUE AT THE END OF CLASS ON TUESDAY\*\***

	WORKING TOWARD MASTERY	GOOD WORK	EXCELLENT WORK
<b>Summary of Issue and Relevance</b> (30 points)	No clear explanation of environmental issue or effect it has on ecosystem or explanation of importance	Brief explanation of environmental issue but no clear connection to relevance of scientific issue and how	Well developed summary including why your environmental issue is important and what the relevance is to participating in this cause
<b>Persuasive Technique and Action Statement</b> (15 points)	No use of persuasive language or sign of any call to action statement to persuade agency.	Used some persuasive language but did not create a strong action statement to persuade agency to take up cause	Strong use of persuasive language and explanation of action statement in order to persuade agency to take action for your cause.
<b>Mechanics Proper Letter Format</b> (5 points)	Most spelling/grammar is incorrect and distracts from writing and no sign of proper letter format	Spelling/grammar may not be entirely correct, but does not distract from writing certain letter mechanics correct	Most words spelled correctly, correct grammar used and perfect letter mechanics

**FINAL GRADE: \_\_\_\_\_/50**



## Persuasive Letter Template

*(You may choose to use – but this is just a draft! You need to rewrite or retype.)* 😊

Dear \_\_\_\_\_, (Insert government agency name)

Thank you for taking the time to read my letter to understand the cause I stand for. *(2-3 sentences describing who you are and why you are writing)*

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This environmental cause is important because *(3-5 sentences explaining what your environmental issue is and why it is important.)*

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The environmental cause of \_\_\_\_\_ effects the surrounding ecosystem by: *(2-3 sentences explain how your cause effects the surrounding environments, plants, animals, habitat etc.)*

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I am urging you to help this cause by *(2-3 sentence “call to action” statement purposed solutions)*

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By helping \_\_\_\_\_ (*write your cause*) you will: (*2-3 sentences about what will be accomplished with help*)

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Thank you (*2 sentence concluding remarks*)

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Sincerely

\_\_\_\_\_ (*sign your name*)