

Name \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

Use this worksheet to help you plan and write a very persuasive formal letter.  
What should a formal letter look like?

Recipient's Address

Your Address

Date

Greeting: *Dear...*

Introduction: Your reason for writing

Argument 1

Argument 2

Argument 3

Conclusion

Signing Off: *Yours ...*

Your Name

Use this page to help you plan the content of your letter and which rhetorical devices you will use.

## Introduction

### Content

Introduce yourself and explain that you are asking for the Mayor to support your project for...

Explain that there are several reasons why s/he should support it.

### Rhetorical Devices

You could choose from the following for this section of your letter

- rhetorical question: *How would you like to be the person who...*
- list of three (trio): *It would improve health, get kids off the street...*

## Argument 1

### Content

Give your first reason for wanting your project.

Include either pathos, logos or ethos.

Include some detail so the Mayor can visualise your project, or refer to your blueprint.

### Rhetorical Devices

You could choose from the following for this section of your letter

- rhetorical question: *How many children in the locality have no access to nature?*
- list of three (trio): *Children can breathe fresh air, run about in safety...*
- statistics: *Children with access to parks are 65% healthier than those who don't.*
- exaggeration: *The most wonderful...*

## Argument 2

### Content

Give your second reason for wanting your project.

Make a fresh selection from pathos, logos or ethos.

Continue to include detail, or refer to your blueprint.

### Rhetorical Devices

Continue to choose from the list of rhetorical devices. Try to use a different one in each paragraph.

## Argument 3

### Content

Give your third reason for wanting your project.

Make a final selection from pathos, logos or ethos.

Continue to include detail, or refer to your blueprint.

### Rhetorical Devices

Continue to choose from the list of rhetorical devices. Try to use a different one in each paragraph.

## Conclusion

### Content

Briefly summarise your arguments in support of your project, and remind the Mayor why s/he should support it.

Try to include suggestions for what the Mayor could do in support of your project.

### Rhetorical Devices

Try to include a command (imperative) that encourages the Mayor to take action: *We are holding a community meeting on Wednesday 28th November at the proposed site for the park. Please, enter this date in your diary and come and see for yourself...*

## Introduction

Things to remember...

- Use the 2<sup>nd</sup> person 'you' throughout your letter.  
*How would you feel if your children didn't have somewhere safe to play?*  
This means you are talking directly to the Mayor.
- Use temporal connectives to organise your paragraphs: first, second etc
- Include modal verbs like *could* or *might*. Don't use words like *should* as these sound like you are ordering the mayor to do something, which is rude.  
*You could visit the area yourself and meet the local community.*  
This means the Mayor is making the decision.
- Use a variety of sentence types and SPaG check your first draft.

**Here is an example for you to study. Can you identify the various persuasive methods in this paragraph?**

*In a recent study by the City University it was found that 88% of parents think it is important that children play outdoors, and 98% think that children should experience the natural world first-hand. What better place is there than in a park? Parks are safe environments where children can play, explore the natural world and get healthy! They can paddle in the spring, kick leaves in the autumn and build snowmen in the winter. All healthy, outdoor activities.*

logos  rhetorical question  list of three (trio)  pathos

There are lots more rhetorical devices you could use to persuade the Mayor to support your project. Ask your teacher to show you some of them, or search on the internet.

