Persuasive Letter Organizing Template

Once you've gathered multiple perspectives and collected convincing evidence to support your point of view on the controversial issue that you are studying in class, it is time to create an open letter to a world leader that is designed to persuade. This organizing template can help you to structure your first draft. Remember that you can find sample letters covering a range of topics on the Letters to the Next President website (http://www.letters2president.org/).

Persuasive Letter Organizing Template

Introduction:

_____
_____
_____
_____
_____
_____

(Introductions have one primary purpose: You must convince readers that the world issue that we are studying is important enough to deserve their attention. Often, this is best done by sharing moving stories. Can you show how your issue is influencing life? Can you make suggestions about how the reader is—or will be—influenced by this issue? Don't assume that your reader has enough background knowledge to recognize that this issue is worth caring about. Instead, provide clear and convincing evidence here.)

Detail Paragraph 1	***Detail Paragraph 2***	***Detail Paragraph 3***
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

(Persuasive letters include anywhere from one to three detail paragraphs designed to introduce readers to evidence that is directly connected to the issue being studied. You should include quotes from experts in the field, convincing statistics, or stories of your issue in action.)

Conclusion:

_____
_____
_____
_____
_____
_____
_____

(The conclusions of persuasive letters have two primary purposes: First, you must show your readers that you have considered the perspectives of people who are likely to disagree with you. Start by mentioning the biggest concern that an opponent is likely to have and then either (a.) showing why this concern is flawed or (b.) explaining why your world leader should move forward despite this concern. Finally, your conclusion must be motivating and memorable. Appealing to a sense of right and wrong, describing the positive outcomes of getting involved, and/or the negative outcomes of a refusal to act are all strategies that can leave readers inspired.)