

## KS3: Persuasive writing lesson plan

This lesson plan is part of a range of free resources produced for **Send My Friend to School**, the schools activity of the UK Global Campaign for Education. We're asking world leaders to keep their promise to get all children into school by 2015. Visit [www.sendmyfriend.org](http://www.sendmyfriend.org) to order a free pack and view more resources.

| Activity  | Resources  | Curriculum links   |
|---|--|--|
| <p><b>Objective:</b> to consider the techniques needed to write an effective, persuasive letter.</p> <p><b>Outcome:</b> to write a letter persuading someone with influence to support all children to get an education.</p> <p><b>Activities</b></p> <p><u>'Dear World Leader' – analysing a persuasive letter</u></p> <p>Using Activity Sheet 3, read the letter to an anonymous world leader. This letter is an example of poor persuasive writing, and the idea here is that your learners identify ways to improve it.</p> <p>Discuss:</p> <ul style="list-style-type: none"> <li>• What is the letter trying to persuade the president to do?</li> <li>• What are the key 3 points this letter is trying to convey?</li> <li>• Do you think it's a good piece of persuasive writing?</li> <li>• Why/ why not?</li> <li>• How would you improve it?</li> </ul> <p><u>Writing a persuasive letter</u></p> <ul style="list-style-type: none"> <li>• Pupils could re-write the letter using some of the tips to make it more emotive and powerful.</li> <li>• Alternatively pupils could compose and send a real letter to someone who could help put millions children into education. This could be their local MP, Andrew Mitchell, David Cameron, or maybe even a celebrity.</li> </ul> | <p><b>KS3: Persuasive writing activity sheet, versions 1 and 2 (below).</b></p> <p>Version 1 is for higher-attaining learners.</p> <p>Version 2 is for lower-attaining learners.</p> | <p><b>English: KS3</b></p> <p><b>1.4 Critical understanding</b></p> <p>d. Analysing and evaluating spoken and written language to appreciate how meaning is shaped.</p> <p><b>2.3 Writing</b></p> <p>m. develop logical arguments and cite evidence</p> <p>n. use persuasive techniques and rhetorical devices</p> |



# Persuasive writing

This letter was sent to a world leader. It called on him/her to attend the heads of state summit on global education in South Africa.

- What else did it call on the world leader to do?
- Do you think it's a good piece of persuasive writing? Why/ why not?

## Practise your persuasive letter writing skills!

**Either** re-write the letter above using some of the tips below to make it more emotive and powerful.

**Or** send a real letter to someone who can help put 67 million children into education.

This could be your local MP, Andrew Mitchell, David Cameron, or maybe even a celebrity!

Before writing, decide on 2 or 3 key points you want to get across.

### Structure

1. Describe what you're trying to persuade the reader about.
2. Give evidence showing why this is a good idea.
3. Say exactly what you want the reader to do.
4. Finish with a clear, final statement of your position.

Re-read your letter and make sure all your key points are included.

### Techniques

Speak directly to your reader – use the pronoun 'you'.

Appeal to the heart – make your reader feel empathy or sympathy for others.

Ask questions that don't need an answer , eg 'do you really think over 60 million children should be out of school in the 21<sup>st</sup> century?'

Use facts and figures to give evidence that what you are saying is true, e.g. '8 out of 10' or 'over 50%'.

Use strong adjectives ('disgraceful', 'heartbreaking', 'momentous') and verbs ('should', 'need', 'will').





# Persuasive writing

**Send**   
**My Friend**  
**to School**

Dear World Leader,

The United Nations Secretary General plans to hold a global education summit in September in New York. This summit will afford the world's leaders a critical opportunity to highlight challenges and accelerate achievements in the global education sector.

We are writing to ask you to attend the global education summit and show the world that the issue of global education is a policy priority for you.

This is the year to bring these promises on global education to fruition by providing the leadership necessary to catalyse global support for a bold international response. It is time to lead the way toward a new multilateral global education initiative that increases global funding commitments, improves coordination among nations, and ensures mutual accountability to deliver results: every child should be in school learning. Your leadership is essential to securing this new way forward.

As you know, education is the basic building block of every society. It is a fundamental human right for all people, not a privilege of the few. In our knowledge-based economies, education is the single best investment nations can make to build prosperous, healthy and equitable societies. Education improves individual livelihoods and those of future generations. It empowers people to fully participate in society and achieve their optimal potential. It would be difficult to achieve sustainable development without the knowledge, skills and values cultivated through education. In the past you have reaffirmed your commitment to the Millennium Development Goals (MDGs), a set of eight internationally agreed-upon goals to halve extreme poverty by 2015. Indeed, education is the critical thread tying together all of our aspirations for the achievement of the Millennium Development Goals.

Thank you for your continued leadership on behalf of the world's most vulnerable children.

Yours sincerely,





**Send**   
**My Friend**  
**to School**

# Persuasive writing

Dear World Leader,

There is going to be a global education conference in September in New York. This conference will give world leaders a chance to talk about the challenges in achieving global education, and how they are going to speed up progress.

We are writing to ask you to come to the global education conference and show the world that the issue of global education is important to you.

This is the year to make promises on global education happen by showing the leadership necessary to build support from other countries around the world. It is time to lead the way towards a new plan for global education. The plan should increase funding, improve coordination among nations and make sure that everyone shows responsibility for delivering results. We must make sure that every child has a primary education. Your leadership is essential to this.

As you know, education is important for every society. It is a human right for all people, not a privilege for a few. Education needs to have money invested in it, so that future generations can benefit. In the past you have talked about your commitment to the Millennium Development Goals (MDGs), a set of eight goals to halve extreme poverty by 2015. Education is an important issue for all of the MDGs.

Leaders from around the world will come together at this summit to work towards making sure all children get a quality primary education. We are asking you to come because it is important that you show leadership at this event.

Thank you on behalf of the world's most vulnerable children.

Yours Sincerely,

