

Writing to Persuade

In your English exam you will be expected to write persuasively. You have about one hour to plan, write and check two sides of A4 in answer to your chosen question.

Example Question

You have been employed by a school to produce an article for a newsletter, persuading parents to contribute money to the school to improve facilities for students.

TASK 1 Planning

Draw a table in your book like the one below. In the first column, list 8 to 10 things which would be improved if parental contributions were made. In the second column, give good reasons for these improvements which will convince a parent. Also give reasons why these improvements will not happen if parents do not pay for them.

Improvements	Reasons
50 new computers to be purchased and placed in a variety of subject classrooms.	The school has already spent money allocated for new computers (30 already bought). More are needed to enable subjects such as History, Geography and English to extend use of ICT.

TASK 2 Ordering

Organise these ideas into a logical order, putting a number next to each one.

TASK 3 Starting the article

Write a headline and subheading, and lead paragraph which grab attention and start to persuade parents of the need for voluntary contributions.

YOU CAN HELP US IMPROVE

How small contributions could make a big difference at St Mary's

We are proud to provide a first class and completely free education for your children, here at St Mary's. But a small contribution now will make a huge difference to the experience of pupils and students at this school for years to come.

TASK 4 Main body of article

Now write up the ideas from your table, writing a detailed paragraph on each one.

Checklist

- ✓ Make sure you describe possible improvements and how the money will be used in full.
- ✓ Always give good reasons for extra money being needed (ones which will convince parents).
- ✓ Keep your writing style formal and polite.
- ✓ Write in paragraphs – one for each different idea.
- ✓ Use subheadings, pull quotes and bullet point lists to focus the reader's attention.

TASK 5 Finishing the article

Your last paragraph should sum up your main points and tell parents what to do next if they wish to contribute money. End by thanking the reader.

TASK 6 Proof reading

Spend a few minutes reading through your whole article. Check for incorrect spelling, missing words, and a lack of paragraphing.

Writing to Persuade

Some Useful Phrases

Always remember that you must be polite and formal in style, especially when you are trying to persuade your reader to do something, or to donate money.

Giving persuasive reasons

- It is vital that . . .
- We feel this is an important area for improvement.
- Dedicated staff at the school require . . .
- There has been a real need for . . .

Linking between paragraphs

- A further idea for improvement might be . . .
- Likewise . . .
- Furthermore . . .
- Similarly . . .
- As you can see from the comments above . . .

Providing answers to probable questions

- Parents may well feel . . .
- In an ideal world . . .
- However . . .
- On the other hand . . .

Being polite but persuasive

- I'm sure you will agree that . . .
- The senior management team are only too aware of the demands on parental pockets .
- We all have the best interests of our children at heart . . .
- Please consider giving a small amount . . .

Making it personal

- As parents, we all want the best education possible for our youngsters.
- Your donation will make a real difference to . . .
- Your own children will be direct beneficiaries of . . .
- On behalf of the school, I thank you for . . .