WR227 Homework Assignment
Persuasive Email (Draft)

Format: This assignment must be emailed as a “real” email message, not as an attachment, to EganB@LinnBenton.edu. Your email program will control the address, from, and date fields, so do not write them in the message body. Do not double-space this (or any other) email.

The Subject line of the email message MUST follow the new rules for email subject lines, as posted on the instructor website (in Course Documents) and shown on the screen during class. The “real” part of the subject – the part not inside the parentheses – should be aimed at the audience in the scenario you discussed in class, not to your instructor. Pretend you’re really sending this message to that audience.

Preparation: Before beginning this assignment, do your assigned reading (http://tinyurl.com/WR227-EM0 and -EM1; I strongly suggest you also read -EM2 and -EM3).

Task: Write a concise 2-3 paragraph persuasive email for one of the following four scenarios (you do not have to use the same scenario used in your classroom discussion):
A. Persuade a foundation (of your choice) to give a grant to your favorite charity.  
B. The service department of an appliance store has repaired your washing machine three times and it still doesn’t work right. Persuade them to resolve this in a satisfactory manner.
C. Persuade a college’s Admissions department to admit you to the program of your dreams.
D. Persuade an apartment manager to rent you one of her apartments, because certain “events” in your distant past are no longer relevant and you now are a worthy candidate.

Write to a specific individual, not to a department or other unnamed person/entity. Feel free to make up names of people, companies, and organizations, but please don’t lose your credibility.

Persuade your audience to do what the scenario said you want them to do. You may briefly mention your own interests, but the majority of the text should be the answers to the “Four Secret Questions (4SQ)” you think would get the full attention of that particular audience. Think hard about this particular audience, and reread the examples.

Remember, the entire email must follow the new “Email Rules” posted on the web site and described in class. Use an appropriate salutation (“Dear”) with a colon (:), addressed to the audience in the scenario, not to your instructor. Use a formal complementary close (“Sincerely” or the like), and a typed signature. Write in a formal style appropriate to your audience.
Due date: Your assignment must be emailed to EganB@LinnBenton.edu no later than 11:59 p.m. on Sunday, January 19. (Be sure to cc: yourself on the message so that you can confirm that it was actually processed by the mail system. You may also wish to set “delivery receipt” and “read receipt” flags, if your email program provides them.)

Weighting: The first draft is worth 10 points (and the final draft is worth 20 points, for a total of 30 points toward the course total of 600).

WR227 Persuasive Email Checklist

Note: The points below are not equally weighted, but all are important. The various ratings below will be considered within the context of the overall effectiveness of the email. That overall effectiveness is what will determine the “holistic” grade.

Format:
- Sent as email message to EganB@LinnBenton.edu
- Subject line exactly as specified
- Salutation is appropriate (based on what’s been covered in class so far)
- Message is to a specific person
- Complementary close is appropriate
- To:, From:, Date:, and/or Subject: are not repeated in message body.

Technical Writing:
- All instructions followed
- Subject line clearly reflects purpose of email
- In body, reader is immediately aware of purpose of message
- Author’s requested outcome is clearly described
- Arguments are compelling
- Arguments are based on audience’s needs rather than author’s (4SQ)
- Audience clearly knows what action is expected of them at end
- Expected action is consistent with objective of the email
- Formality and vocabulary are appropriate for audience
- Reader knows how to reach you with a response (include your contact information)

General Writing Style:
- Grammar, spelling, & punctuation are correct
- Sentences are constructed well
- Paragraphs are constructed well, sequence flows in body
- Writing is clear and unambiguous
- Writing is concise (no extraneous words or topics)