

# Persuasive letter writing (KS2)



## Learning Objectives

- To learn more about the benefits of Switch Off School Streets (SOSS) please visit [birmingham.gov.uk/switchofftoolkit](http://birmingham.gov.uk/switchofftoolkit)
- To write a persuasive letter to make parents/carers aware of SOSS and why it is needed.

## Introduction

- Tell the pupils that your school is implementing a Switch Off campaign, and why we need to convince parents/carers that it's important.
- Tell pupils that one way to have power over an issue is to voice your opinion. Their goal is to convince others of their opinion and defend it.

## Background

- Have a class discussion about the positives and negatives of implementing SOSS. Supporting information can be found in the SOSS toolkit at [birmingham.gov.uk/switchofftoolkit](http://birmingham.gov.uk/switchofftoolkit)
- You can split the positives into different categories (e.g. Health, Environment, Social, Economic).
- Get the pupils to choose 3/4 positives that they think are most powerful as being the main arguments in their letter.
- Think about your reader... Would they have any questions about SOSS? What would these be? What would make parents/carers not want to get involved with the scheme? Think of answers

to these questions and counterarguments.

## Differentiation – Support

- Provide a template for the letter, including designated blanks or lines for the date, greeting, body, salutation and signature.
- Find an example of a persuasive letter or essay online. Look at how arguments are structured and analyse the language used.

## Enrichment

- Ask pupils to find data or other evidence that would support their arguments. This could include getting quotes from people who are affected by the issue.
- Invite pupils to type their letters out on the computer.

- Send parents/carers the SOSS pledge which they can sign and return to display they will be making changes.

## Additional

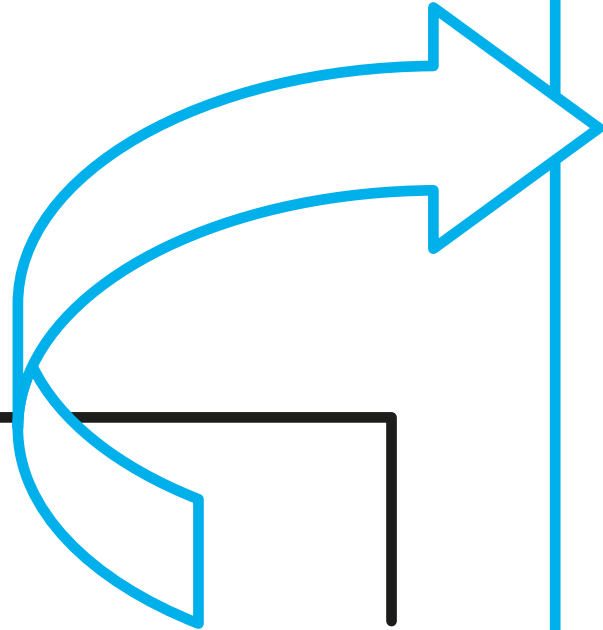
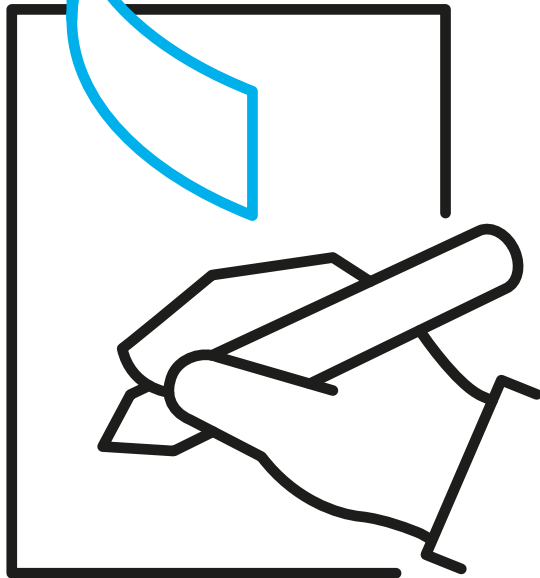
- See more lesson plan ideas and resources in the SOSS toolkit (pages 9-11).

## Modeshift Stars

- Your SOSS campaign can be included in your Modeshifts Stars action plan and all of these ideas and activities will count towards your accreditation. For further information please visit: [birmingham.gov.uk/modeshiftstars](http://birmingham.gov.uk/modeshiftstars)



# Drafting your letter part one:



Address...

Date...

Dear...

Introduction...

Main Point 1...

## WORD BANK:

Firstly...  
Secondly...  
I think that...  
Therefore...  
As evidenced...  
In support of this...  
In addition...  
Similarly...  
In fact...  
In conclusion...

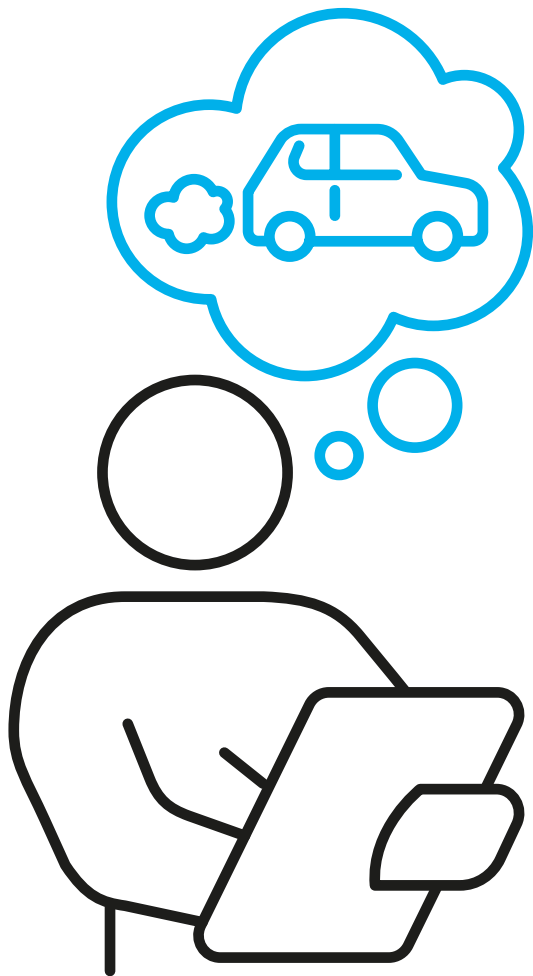
## Introduction:

- Clearly state the purpose of your letter.
- Provide some background information on your Switch Off campaign.
- Hook your reader in!
- Think about who your reader is.
- What do they care about?

## Main Points 1, 2 & 3:

- Now is your time to get persuasive!
- Mention the main reasons why you want your parents/carers to get involved with the Switch Off campaign.
- Champion all of the benefits we came up with.

# Drafting your letter part two:



brumbreathes.co.uk

**Main Point 2...**

**Main Point 3...**

**Conclusion...**

**Yours sincerely,**

## **Main Point 2:**

Make sure to include some facts and figures to help strengthen your argument.

## **Main Point 3:**

Address any counter-arguments and reservations people may have about it, e.g. 'Some people believe...' 'However, it can be argued that...'

## **Conclusion:**

Reaffirm and sum up your argument, e.g. 'I believe that we should...' 'So, I ask you to please reconsider/support...'