**APPENDIX D**

Persuasive Letter to Address an Occupational Injustice

ASSIGNMENT: Prepare a persuasive letter to a governmental, political or university-based department or office. Identify an existing policy that you feel creates an occupational injustice for a person or group. Your persuasive letter will argue, through evidence, why and how this policy needs to change and your suggestion for a new occupational just policy.

**Preparing to Write your Letter**

**Brainstorm your ideas**Before you start your letter, brainstorm what it is you want, why you want it, reasons why it should be granted, and any arguments against you. Getting your ideas down can help you clearly draft your letter and fully understand your position on the topic.

**Know your purpose**   
Make sure you know exactly what you want or need. What are you trying to accomplish? What do you want this ‘office’ to do?

**Know your reader**   
Analyzing and understanding your audience will help you decide how you should frame your letter. Appeal to their understanding of the situation from their perspective, e.g., a university dean is focused on excellence is education, research, student recruitment…

**Research the topic**  
Effective persuasive letters contain factual evidence and information that supports the request for change you are proposing. Be sure to consider multiple points-of-view, e.g., a university dean would be concerned with a change that may impact the student body, researchers, staff and faculty…

Persuasive Letter - General Guidelines

* Begin the letter with a statement of who you are and what you want changed
* Provide **detailed evidence** that makes your argument worthwhile and convincing
* Clearly state the action that you would like the audience to take, i.e., the change in the policy
* Anticipate your audience’s objections and provide probable benefits, e.g., objection - too expensive to make the proposed change; suggestion - investment in the change now will save money in the long run and is the right thing to do for society/environment/education/health, etc.
* Keep the letter concise and compelling and draw on existing examples where your suggested change has been taken up and the positive difference it has made
* The tone of the letter should be courteous and professional
* Convince, but do not demand
* Remain polite and respectful in your use of language

PERSUASIVE LETTER RUBRIC

**STUDENT NAME:**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Gold Standard** | Reached 50% or less | Reached 51-60% | Reached 61-70% | Reached 71-80% | Reached 81-90% | Reached 91-100% | 20% total grade |
| **Occupational injustice topic and policy change is carefully chosen and clearly stated for the audience** |  |  |  |  |  |  | /7 |
| **Letter’s language and argument for change reflects a deep understanding of the audience and the position they hold** |  |  |  |  |  |  | /4 |
| **Eight critical pieces of evidence that support your policy change are clearly stated and cited** |  |  |  |  |  |  | /16 |
| **Five+ potential benefits to society (when the policy change does take place) are clearly presented** |  |  |  |  |  |  | /10 |
| **Writing style and tone is professional, void of typos and grammar errors and conforms to a letter format** |  |  |  |  |  |  | /4 |
| Comments: | | | | | | | /41 units  19% of final grade |