

Persuasive Writing Rubric

	4 Strong	3 Developing	2 Weak	1 Needs Improvement
Grammar, Mechanics, & Spelling	There are minimal to no errors in grammar, mechanics, and/or spelling.	There are few errors in grammar, mechanics, and/or spelling, but they do not interfere with understanding.	There are several errors in grammar, mechanics, and/or spelling.	Numerous errors in grammar, mechanics, and/or spelling occur throughout writing.
Introduction, Conclusion & Organization	The introduction engages the reader/incorporates a hook, and states the writer's opinion of the issue. Information is presented in a sequential and cohesive manner, incorporating effective transitions. The conclusion strongly states a personal opinion.	The introduction includes the writer's opinion of the issue. Information is presented in a sequential manner and some transitions are used. The conclusion states a personal opinion.	The introduction includes the writer's opinion of the issue. Most information is presented in a logical order, but lacking transitions. A conclusion is included, but it does not clearly state a personal opinion.	There is no clear introduction, structure, or conclusion. No transitions are used.
Reasons & Support	Three or more clear reasons are stated, each supported by strong evidence.	Three or more reasons are stated, but support is not provided for every reason.	Two reasons are made and weak arguments are provided.	Arguments are weak or missing. Less than two reasons are made. Reasons are not supported by evidence.
Sentence Fluency & Word Choice	Consistently shows variety in sentence structure and word choice.	Uses some variety in sentence structure and chooses appropriate words.	Two reasons are made and weak arguments are provided.	Sentences lack formal structure. Poor or inaccurate word choice used throughout writing.