

Writing Plan and Sequencing	Comment	Check
Your writing must be well-structured and make sense.		
Planning will improve your writing significantly, so make sure you take time to plan effectively:		
Beginning:		
Do you use correct letter writing intro ('Dear Sir/Madam')?	Dear Sir/Madam	•
Do you open with an emotive story or shocking statistic to hook your reader?	Last December, a sixteen-year-old girl was found	
Middle:		
Do you tell your reader what your charity does to help fix this problem?	Shelter provides those in need with a safe place to sleep	
Do you explain why the problem is nevertheless getting worse?	However, with current cuts to government funding	/
Do you explain to the reader exactly how they can help, where their money would go, and how vital their help would be?	A donation of just £10 per month We'd also love you to join us	
End:		
Do you have a powerful/snappy conclusion to your letter?	Support Sanctuary. Give the gift of Shelter.	
Do you use the correct letter sign-off?	Yours faithfully,	V





Writing Structure	Comment	Check
Have you written at least 3-4 paragraphs?	Clear paragraphing has used throughout the writing.	/
Have you ensured that paragraphs link together and refer back to one another?	Martha is just one of the many people	
Is your writing organised into snappy paragraphs that are concise and to the point?	Paragraphs are short and punchy.	/
Does your final line end on a memorable note?	Final line is rhetorically convincing.	/
Sentence Structure	Comment	Check
Have you used a range of sentence types: short for impact, long to give further information?	Varied sentence lengths examples: Support Sanctuary. Give the gift of shelter. More shockingly still, she was pregnant. This girl's name was Martha.	
Have you used letter writing structure?	Dear Sir/Madam, Yours faithfully	/
Have you started some sentences in a variety of ways, such as with nouns or adverbs?	Martha Support Serving	✓
Have you included a variety of connectives to link your ideas?	However,	/
Have you included openers in your writing?	Serving, After several weeks	✓
Have you used formal tone and some passive sentences?	Tone is formal and knowledgeable: due to causes ranging from domestic violence to job loss	✓

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Sentence Structure	Comment	Check
Have you used a full range of sophisticated punctuation accurately and for specific impact? .,!?-:;()"	Due to the genre, punctuation is kept simple, but en dashes are correctly used. Example: Sanctuary - Camden's local homelessness charity - helps every single week.	✓
Have you punctuated sentences correctly to avoid comma splicing? "We must all decide to act, we must all decide to act now." X "We must all decide to act; we must all decide to act now." ✓	Comma splicing is avoided through correct placement of punctuation throughout.	√

Vocabulary:	Comment	Check
Have you used persuasive words and phrases?	Your support is crucial	✓
Have you used a range of modal verbs to create a sense of urgency and passion?	would help us	✓
Have you correctly judged the formal tone of the letter with your vocabulary - not too much descriptive language?	Vocabulary is not too complex given the genre of the task but word choice is accurate and knowledgeable: careers advice, subsidised accommodation, domestic violence	✓
Have you used a range of connectives to link my points? (alternatively, contrastingly, firstly)	However	✓
Have you used technical Vocabulary i.e. subject specific words	careers advice, subsidised accommodation	✓



Language Techniques:	Comment	Check
Have you used emotive language to encourage your reader to sympathise with your point of view?	her breathing was shallow Martha told us it was the first time she'd eaten in days.	✓
Have you used rhetorical techniques?	Final line is rhetorically convincing. Example: Serving food at our soup kitchen can be a great way to help people, make friends, and give something back to the neighbourhood you love.	
Have you used complex technical language and a formal tone to provide evidence/ subject knowledge for your point of view?	careers advice, subsidised accommodation	✓
Have you used contrast to show what the charity can achieve?	unlike his mother, he will be born into a stable home	✓
Have you created a powerful image to draw your reader into the letter?	image of Martha in the street	/
Have you included declarative sentences (statements of fact/assertion) to sound trustworthy?	However, with current cuts to government funding and a worrying lack of new houses being built,	✓
Have you used a triplet of adjectives, or a triplet of clauses? "Unloved, rejected and abandoned"	great way to help people, make friends, and give something back to the neighbourhood you love.	\
Have you used powerful verbs and adjectives to ensure your point is strongly made, while not becoming too descriptive?	more shockingly still blue with cold	✓
Have you used language to sum up your point in a pithy way?	Support Sanctuary. Give the gift of shelter.	/



Language Techniques:	Comment	Check
Have you used facts and subject knowledge to back up your point?	Ten people become homeless in Camden	\
Have you used direct address (addressing the reader as 'you') to create a sense of togetherness with your readers?	love you to join us your support is crucial	√
Have you used an assertive tone to convince your reader?	Your support is crucial	\
Have you used collective pronouns?	we'd also love	/
Have you used repetition for effect?	The services that Sanctuary offers are repeated throughout the passage: warm meal, shelter	/
Have you been specific about what a donation could achieve?	A donation of just £10 per month would help us add more beds to our shelter,	/

Spelling and Grammar	Comment	Check
Have you ensured that both simple and complex words are spelt accurately?	Spelling is accurate throughout.	✓
Have you used the correct tense: past, present or future?	Past and present tense are successfully utilised.	✓
Have you used a formal tone, sounding assertive but not demanding?	'Your support is crucial to our efforts'	✓
Have you expressed your ideas clearly by using correct grammar, punctuation, and spellings, and do they make sense?	The writing makes sense with the correct use of grammar punctuation and spelling.	√

