

Persuasive RAFT Assignment (Santa, 1988)

Choose a role, audience, and format; then compose a persuasive piece of writing that fits the topic.

ROLE	AUDIENCE	FORMAT	TOPIC
Animal Activist	People Who Wear Fur	Written Complaint	Convince people not to buy or wear fur coats.
Model	Fashion Designer	Email	Persuade them that you are the person that would dazzle the world while modeling the designer's clothing line.
Snowman	Sun	Conversation or Script	Convince the sun not to melt you.
Poet	His/Her True Love	Marriage Proposal	Persuade your true love to marry you in a creative or poetic way.
Vampire	Townpeople	Letter	Persuade the townspeople to let him/her live in their town.
Travel Agent	Travelers	Brochure	Describe a vacation spot and persuade people to visit it.
Sports Fan	Sports Enthusiasts	Blog	Convince people that your favorite sports team is the best.
Critic	Newspaper Readers	Review	Choose a book, movie, or TV show and write a review of it. It can be positive or negative.
Your Choice	Your Choice	Your Choice	Your Choice—Just make sure it is persuasive . If you want to choose your own topic, run it by me first, please!

Role: The voice you are writing through; the person doing the writing. As a writer, you are playing this person.

Audience: The person to whom you are directing the writing. Who will be reading it?

Format: What your final writing product should be.

Topic: What you are trying to accomplish with this piece of writing.