

Animal Welfare Groups: Editorial/Letter Writing Rubric

Criteria:	Number of points out of /110
You have clearly stated the purpose of the Animal Welfare group you have selected	_____/20
Your editorial contains specific facts and details to support the "Call for Action" being suggested.	_____/20
Your editorial clearly recommends an advocacy style and type for those who might wish to become involved in the activities of the group/organization.	_____/20
Your editorial was persuasive and convincing.	_____/20
Your editorial was logically organized	_____/10
Your editorial contained no mechanical/grammatical errors.	_____/10
Your editorial followed a business letter format	_____/10
Total Score	_____/110

