Writing letters for your Citizenship campaign

In your group, you will need to write three letters to key people of power and influence, asking them to support your campaign issue. For example, if you want to bring an end to the death penalty, you could write to:

1. a politician in the country/state where the death penalty is being used
2. the prime minister in this country
3. relatives of people who have died under the death penalty.

The tone of all three letters needs to be formal, but the purpose of each letter is slightly different:

<table>
<thead>
<tr>
<th>Technique</th>
<th>Purpose</th>
<th>Audience</th>
<th>Aim of writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>to persuade</td>
<td>to give reasons to persuade other to think again / change their actions</td>
<td>president of country where death penalty is used</td>
<td>to persuade the country to stop using the death penalty</td>
</tr>
<tr>
<td>to argue</td>
<td>to weigh up what’s fair and unfair in different situations</td>
<td>leader of your country</td>
<td>to explain your reasons for wanting to end the death penalty (through counter arguments); to persuade the PM to influence the president of the country using the death penalty</td>
</tr>
<tr>
<td>to advise</td>
<td>to suggest what somebody should do</td>
<td>the families of victims of the death penalty</td>
<td>to offer sympathy, explaining that you want to stop others from feeling the way they do; to advise them on how they might use their experiences to help others</td>
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</tbody>
</table>

Thinking about your own campaign issue, complete the table below. Use the internet to find the names and addresses of the people you want to write to. If it is taking more than five minutes per person to find the information, put a question mark in the box instead.

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Before you start writing, plan the organisation of your letter. Remember to use the correct layout, as shown below.

Your address

Audience name,  
Audience address

Date

Dear Mr/Ms/Dr ...,  

Opening paragraph  
Include why you are writing and your main point of view.

Development paragraphs  
Build a series of main points, linking ideas between paragraphs.

Closing paragraph  
Include what you would like in response to your letter - a pledge to end the death penalty, a judicial review for prisoners on death row, a letter to the leader of the country, a tweet in support of your campaign, etc.

Yours sincerely,  

Signature  
Name
Example of a letter to persuade

Ms Farena Azam,
Headteacher,
Example School,
Manchester,
MA1 2DE.

25 June 2013

Dear Ms Aktar,

My name is Pierre Orblin and I am a Year 9 Citizenship student who is very passionate about environmental issues and about collective action. I am therefore writing to some headteachers in Manchester to persuade them to become paperless schools.

There are many benefits to being a paperless school. The key advantage is environmental. By no longer buying textbooks and exercise books for your students, you will save many trees and thus decrease your school’s carbon footprint. This will have the added green benefit of setting an excellent example to all of your students. They will be more likely to ‘think green’ in their own homes and in the future if they are not used to relying on paper at school.

There are many other benefits. For example, money which you save on textbooks and exercise books can instead be invested in computers for your students. As most modern jobs involve computers, this will help them in the workplace. In addition, I’m sure that being one of the first paperless schools in the country will have a positive impact on the way in which parents, carers and Ofsted view your school. Finally, your students will feel proud to be part of a larger community of environmentally-aware schools.

In response to this letter, I would really appreciate your school council tweeting about my campaign at #paperlessschooliscool. I would also like to invite one of your school council representatives to email me at paperlessschooliscool@live.co.uk. I can then share tips about how my own school is aiming to be paper-free by 2015.

Yours sincerely,

P J Orblin

Pierre Orblin