Project: Sales Letter  
  
**Points Possible**: 15 points  
  
**Due Date**: Monday, October 14  
**Assignment**: Write a business letter requesting an individual's participation in your survey  
  
**Requirements**:

* Word processed and saved as a Microsoft Word document
* Demonstrate sound writing skills, including grammar, spelling, and organization
* Submitted to the Web CRC dropbox

**Rubric**:

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| --- | --- | --- | --- | --- |
| **Criteria** | **Excellent**  **100 %** | **Acceptable**  **80 %** | **Not Acceptable**  **60 – 0 %** | **Points** |
| **Format** | Letter is in block format and contains all required elements:     Sender’s address     Date     Inside address     Salutation     Body     Closing | Letter is missing a few block letter formatting basics and/or required letter elements. | Letter is missing several block letter formatting basics and/or required letter elements. | **5** |
| **Content** | Conveys professionalism, is well-written, and includes the following requirements:     Tone is courteous and professional    Clearly state the action you wish the reader to take     Make that action easy through careful wording     Date the action     Provide the reader a benefit as encouragement for action | Conveys professionalism and is mostly well-written. However, document is missing one required element. | Document is lacking professionalism, is not well-written, and/or is missing two or more of the required elements. | **5** |
| **Spelling and Grammar Mechanics** | Displays exceptional skill in writing mechanics, such as spelling and grammar. Written work contains no errors, and is very easy to understand. | Displays basic skill in writing mechanics, such as spelling and grammar. Written work contains a few errors, which may slightly distract the reader. | Fails to display basic skill in writing mechanics, such as spelling and grammar. Written work contains major errors, which distract the reader. | **5** |