

Section 1:

#1 Strengths:

- Your persuasive email establishes an emotional connection by describing the current state of the playground with vivid details
- You effectively create urgency by mentioning recent injuries and safety concerns

Weaknesses: Emotional manipulation → Your writing uses overly dramatic language that might appear manipulative. Phrases like "eternally grateful" and "healing hearts" could seem insincere. The three consecutive questions at the end ("Doesn't everyone love...?") feel forced rather than persuasive.

Exemplar: ***"The children would be incredibly appreciative of your support, and seeing their joy when playing safely would be deeply rewarding for your team."***

#2 Strengths:

- Your opening clearly identifies the purpose of your email and who you are writing to
- You state the specific amount needed (\$20,000) which makes the request concrete

Weaknesses: Lack of specific benefits → Your email mentions marketing benefits but doesn't provide concrete details about the business advantages. The claim that "children's laughter heard from the playground will lighten the mood of shoppers" seems unrealistic and doesn't focus on genuine business benefits for the shopping village.

Exemplar: ***"Sponsoring our playground would provide your business with year-round visibility to over 500 families who regularly visit our school, many of whom live in the surrounding neighbourhoods and could become loyal customers."***

#3 Strengths:

- Your suggestion to name the playground after the sponsor is a tangible benefit
- You mention media coverage which is an attractive incentive for a business

Weaknesses: Missing action steps → Your email ends abruptly without clear next steps or a call to action. You don't mention how Mr. Smith should proceed if interested, when a decision is needed, or offer to discuss the proposal further.

Exemplar: ***"I would welcome the opportunity to meet with you next week to discuss this partnership further. If you're interested, I can be reached at 04XX XXX XXX or via email at [sharol.green@beachlandps.edu.au](mailto:sharol.green@beachlandps.edu.au)."***

■ Your persuasive piece has a good foundation with an attention-grabbing introduction about the playground's poor condition. However, you need to focus more on realistic benefits for the business rather than emotional appeals. The email would be stronger if you included specific information about the school's community reach and how many potential customers could see the sponsor's name. Also, add details about the playground renovation plan to show that you've done proper planning. Your email also needs a stronger conclusion with clear action steps for the recipient. Add a specific timeline for the project and explain exactly how the \$20,000 would be used. Make sure to include your contact information and suggest a meeting to discuss the proposal in person.

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**Score: 41/50**

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Section 2:

**Subject:** Partnership Opportunity: Transform Lives at Local School

**To:** jack.smith@beachland.shoppingvillage

Dear Mr Smith, Assistant Manager at Beachland Shopping Village,

#1 I am writing to propose a new change for your shopping village that will vastly impact the lives of schoolchildren daily.

Our school playground, which over 500 children use daily, used to be a home for laughter and happiness, but now stands decrepit amongst the lively playfulness of the children.

Last week alone, the school had three injuries, and the countless number of potholes is making it harder and harder each day for everyone to play. The rusty metal of the swing set groans under the weight of even the lightest kindergartener.

Our entire school community is hoping with longing hearts that you could invest \$ 20,000 to help fund the new playground. The playground will transform lives, and you will be known for it.

The school had a vote, and everyone agreed that Beachland Village Playground would be the perfect name if you help us fund the playground renovation. The local media will be covering it, and parents, teachers, schoolchildren, visitors, and the public will all see the sign.

#2 How would sponsoring the playground benefit Beachland Shopping Village?

1. **Marketing purposes:**

- The playground will be named after the shopping village
- The local media will be talking about the refurbishment
- Everyone who visits the school and drives past it will see the sign with your name.

- School families would gladly shop in the Beachland Shopping Village in appreciation of the support rendered to the school.
- Children's laughter heard from the playground will lighten the mood of shoppers, especially the elderly ones.

1. **Compassion:**

- You will be known as the Shopping Village that helped schoolchildren
- All the children will be ~~eternally~~ [truly] grateful
- You'll love seeing children happily playing.

~~#3 Doesn't everyone love watching children happily play? Doesn't everyone love healing hearts? Doesn't everyone love being recognised for their good deeds?~~ [We believe that supporting our playground project aligns perfectly with Beachland Shopping Village's community values and would create a meaningful partnership between our organisations.]

Thank you for considering ~~this issue~~ [our proposal].

Sincerely,

Sharol Green,

Student Council Community Liaison

Beachland PS