

EXAMPLE PERSUASIVE LETTER



Karen Smyth MP
74 High Street,
Green Park,
London, SW2 5DP

Plastic Free Primary School,
St Agnes,
Cornwall, TR5 0RD

Monday June 3rd

Dear Karen Smyth,

We are writing to talk to you about the disastrous single-use plastic situation; this is a plastic protest! As a parent yourself, don't you want the best for your children as well as your country? Here's why we urge you to lead our great country and the world to tackle single-use plastic.

Firstly, we would like to share with you some terrifyingly true plastic facts. Did you know, 380 million tonnes of plastic are produced every year and that's expected to triple by 2050? If this is the case, it's estimated there will be more plastic in the ocean than fish in the sea (Ellen MacArthur Foundation). Some people might argue that recycling is the solution, but did you know that less than 10% of plastic has ever been recycled and only a third of all plastic in the UK is recycled (Plastics Europe, 2020)? Do you think that is acceptable? We do not! We must stop this now!

Next, let's look at the problems that plastic creates for the planet, animals and humans. The Government study in 2018 told us that 100,000 marine mammals and turtles and one million sea birds are killed by marine plastic pollution every year. The ocean provides more than half the oxygen we breathe, but we are killing the ocean and its inhabitants. If the ocean dies, we die too. Plastic has now been found in 83% of tap water samples from five continents (Orb Media, 2018) and is found in honey, milk, fruit, vegetables, fruit and even meat! It's everywhere, but it is now causing more harm than good.

As a result of learning about single use plastic, the impact it has on the marine environment, ocean health and human health, we are taking action! Our school are taking part in beach cleans and we are cleaning up our act at school too!

We would like to invite you to visit our school meet us for a Q&A session. We would like to know how you are tackling single use plastic, what the latest plans are with the Deposit Return Scheme and how you are holding business to account.

We are looking forward to receiving your reply to this letter.

Yours sincerely,

Class 5

GOVERNMENT AND INDUSTRY IMPACTS: THE FACTS



Want your letter to get results? Including powerful facts can help. Choose some of these or, better still, research your own.

Did you know, only

20%

of the world's plastic is recycled?¹

Plastic production is increasing all the time and many governments are struggling to cope, shipping their waste to other countries who can't deal with the amount they receive.



Over

900

communities have agreed to ditch single-use plastic and become Plastic Free Communities.⁷

Over **90%** of plastic is made from fossil fuels.⁵

In the UK, we use

38.5 MILLION

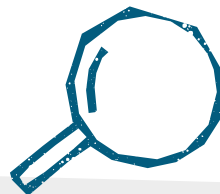
plastic bottles every day and we don't even recycle even half of them.²

The UK's plastic straw ban could reduce the rate of plastic waste by

3.5 TONNES

a year – that's the weight of 31 blue whales!⁶

The UK has been rubbish at creating a Deposit Return Scheme (DRS) for plastic bottles. It was first talked about in 2018 – and since then there have been all sorts of delays. It's not good enough, especially when schemes have worked across Europe. Norway collects 97% of its single-use plastic bottles.³



England and Wales introduced a ban on selling single-use plastic plates, cutlery, bowls and balloon sticks in October 2023.⁴

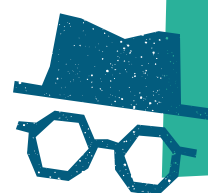
37 MILLION

tonnes of plastic could enter the ocean each year without action.⁸

Nearly

5000

volunteers took part in Surfers Against Sewage's 2023 Brand Audit, exposing the Dirty Dozen who were responsible for 70% of all branded pollution found.⁷



Over **3,700**

schools have signed up to become Plastic Free Schools.⁷

¹Our World in Data, ²Recycle Now and Department for Food and Rural Affairs, ³Scottish Government & BBC, ⁴UK Government, ⁵Center for International Environmental Law, ⁶Greenmatch, ⁷Surfers Against Sewage, ⁸United Nations Environment Programme

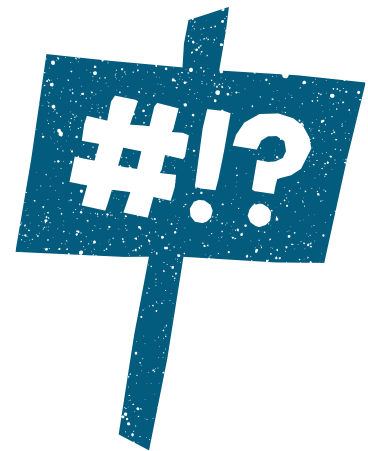
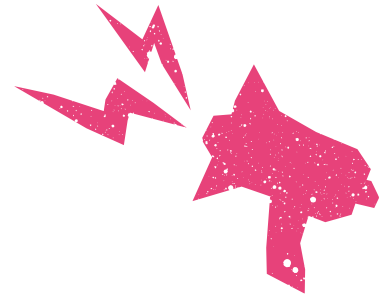
PERSUASIVE WRITING CHECKLIST



MUST



Have the sender's address on the right	
Have the recipient's address on the left	
Include a greeting	
Include an opening sentence to explain why you are writing and hook the reader in	
Use personal pronouns	
Use superlatives and comparatives	
Include evidence and examples	



SHOULD



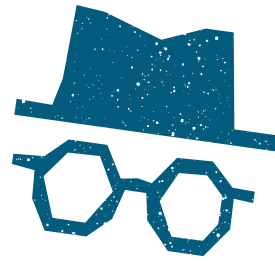
Include paragraphs which each have their own point	
Use forceful phrases (also known as imperatives)	
Use emotive words	
Include rhetorical questions	
Include imagery	
Use repetition of key points, phrases or words	
Vary sentence length for effect	

COULD



Include the rule of three	
Include statistics (and facts)	
Include quotations and expert opinions	
Use shock tactics	
Use exaggeration (also known as hyperbole)	
Include flattery and humour (to get the intended recipient on your side)	
Use anecdotes	

PERSUASIVE WRITING WORD MAT

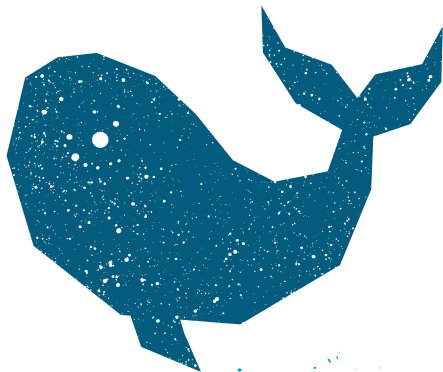


INTRODUCTIONS

I am writing to talk to you about...
I think...
In this situation...
For this reason...
Astonishingly, some people don't know...
I am sure that...
I am writing to...
In the same way...
I feel that...
It is certain...
On the other hand...
Of course...

MAKING YOUR POINT

Furthermore...	Again...
In addition...	Moreover...
We must stop this now!	Similarly...
Also...	This is a plastic protest.
Likewise...	Surely...
Positive pupil power	Certainly...
Because...	Finally...
Besides...	Specifically...
Firstly, secondly, thirdly...	If... then...
We can't let this go on!	



DETAILS

As evidence...
For example...
For instance...
In support of this...
In fact...



OTHER WORDS

Arguments
Reasons
For
Against
Pros
Cons
Unfair



ENDINGS

Imagine...
As you can see...
In other words...
On the whole...
In short...
Yours sincerely...
Considering all this evidence...
Without a doubt...
For these reasons...
In brief...
Undoubtedly...

CAUSE + EFFECT CONJUNCTIONS



Cause – an event or reason that makes something happen. It shows WHY something happens (Example: The plastic bottle was thrown away).

Effect – the result of the cause. It shows WHAT happens (Example: It ended up in landfill).

Cause + effect – explains what happens and why it happens (Example: The plastic bottle was thrown away, so it ended up in landfill).

IN ORDER TO / THAT

RESULTING IN

AS A RESULT OF

BECAUSE OF

CONSEQUENTLY

DUE TO

SINCE

HENCE

DUE TO THE FACT

SEEING THAT

SO

THANKS TO

THE REASON

FOR THIS REASON

THIS CAUSES

THEREFORE

WHEREAS

WHICH MEANS

BECAUSE

THIS LED TO

THUS

AS A CONSEQUENCE OF

THEREBY

SIMILARLY

OTHERWISE

ON ACCOUNT OF

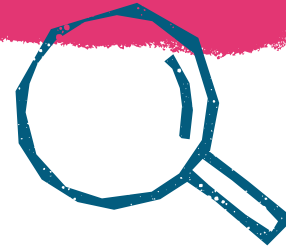
OTHER WAYS TO CONTACT GOVERNMENT



Be the resistance the ocean needs...

RECORD A SHORT FILM WITH YOUR KEY MESSAGING ABOUT THE PROBLEM WITH SINGLE-USE PLASTIC AND SEND TO YOUR LOCAL MP.

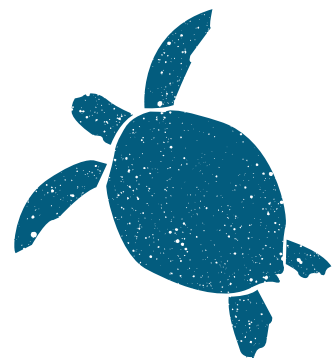
Create some arty protest banners and arrange a peaceful protest.



Request a Q&A with your local MP/ councillor to help you understand how they intend to tackle single-use plastic.

INVITE YOUR LOCAL MP OR COUNCILLOR TO A SCHOOL DEBATE ON SINGLE-USE PLASTIC.

If you decide to deliver a school assembly focusing on single-use plastic, why not invite your local MP/councillor?



Schools were encouraged by the government to go plastic free by 2022. Why not use annotated photos depicting your journey to create a storyboard and send them to your local MP? That should grab their attention!



PLASTIC FREE SCHOOLS
SURFERS AGAINST SEWAGE