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This is designed to be an extension task building on the learning gained from exploring issues within the We want Fairtrade Footballs Powerpoint, or what students already know about the Fairtrade Premium, the overall benefits of Fairtrade in sports ball production and the positive impact it has on workers.

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Recap on the main benefits of Fairtrade

Slide 3



Discuss the reasons why you would need Fairtrade points
Discuss the objections that someone might raise
Discuss the counter arguments to these

Identify which groups/teams in the school could benefit from Fairtrade balls

How could you get Fairtrade balls?
(fundraising, petitions, writing letters)

Today we are going to write a letter

Discuss what kind of letters there

Why you would want to write them?
Making a complaint, a request, a
thank you letter

Identify which letter is needed today

Display sample letter

Introduction- why you are writing
The main- the justifications for the
reason for writing back with facts.
Use persuasive writing. Structure it
with additionally, etc
Conclusions/summary- final
arguments, highlight the main
argument and say you hope to hear
from them.

Writing letter template in Word with
ball borders and lines

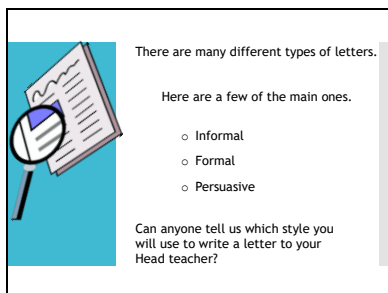
Writing letter info sheet/frame

Lesson plan for all three components

Aimed at Level 2

Highlight learning outcomes

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There are many different types of letters.

Here are a few of the main ones.

- o Informal
- o Formal
- o Persuasive

Can anyone tell us which style you will use to write a letter to your Head teacher?

Discuss in what context you may need to use an persuasive letter. What kind of situations is persuasive writing relevant for? (writing an advert for something, asking a parent or another adult for something) Where do we see persuasive writing in day to day life? (blogs, social media postings, newspapers, adverts offline and online)

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You can adopt one or more of various styles in your persuasive writing.

Here are some common styles and techniques good persuasive writers use:

- Use facts, statistics or quotes from a reliable source.
- Use personal pronouns such as we, you and I to involve the reader more and make them feel connected or involved with the topic you are trying to bring their attention to.
- Use emotion- Appeal to their sense of compassion and justice.
- Use strong and descriptive language to build a clear picture.



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Here are an example of what a persuasive formal letter looks like.

The content of each letter will be different but the structure should be similar.

Ask students if they recognise the structure, explain that the structure does not need to be followed rigidly for informal letter writing, for example writing to a close family member or friend. Discuss how in the past, post was the main way of sending letters. However, now this has been often replaced or supplemented by email attachments. Quite often cover letters in email attachments may not include the sender's postal address or even the recipients postal address.

Explain Step 1: writing letters


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After you have written the addresses and date, start your message by writing...
Dear Mr, Mrs, or Miss,

- For example; Dear Mrs Tanner,

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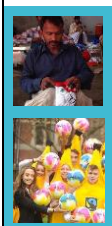


Introduction: tell them the main reason why you are writing

- I am writing to you because...

Explain to them that the opening letter is always very important, especially if they are writing to someone who does not read all of their mail. Try to grab the recipients attention by opening with a convincing line or "hook" . Saying something positive about the person you are writing to is also important, but you need to be genuine and not just lay on flattery for the sake of it or this will also turn the person off and they may also disbelieve the remainder of your letter.

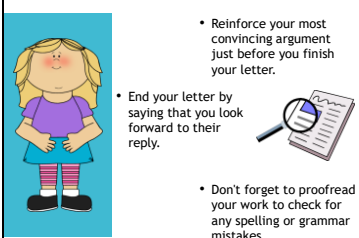
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- Now that you have introduced the reason you are writing, you can go on to provide reasons or justifications for what you said in your introduction.
- Express your opinion and back it up with the facts and statistics you have learned through your study and discussion of Fairtrade balls.
- Organise the text by using phrases such as; firstly, secondly, lastly, furthermore, moreover and additionally.

Show them a sample letter and talk through the techniques that have been used and how effective they are.

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- Reinforce your most convincing argument just before you finish your letter.
- End your letter by saying that you look forward to their reply.
- Don't forget to proofread your work to check for any spelling or grammar mistakes.

Discuss what could be a convincing argument in the context of this letter and explain that there is no one correct answer, it just depends on how well you present it and justify your case. You can also suggest that students do a draft copy first on the computer or on paper, then ask a classmate to read it to see if it comes across as persuasive to them.

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Deliver this;
In person to your head teacher
or the school office
Or
Send this as an email
attachment in a Word
document to a local sports
team or sports centre.



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- Did your head teacher think it was a good idea?
- Does your school have any plans to buy Fairtrade balls?
- We would love to hear how it went ☺
- Contact: Bala Sport.
- Email: info@balasport.co.uk

