Rubric for Business Letter Writing

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| Criteria | weight | 4 – Exemplary | 3 – Accomplished | 2 – Developing | 1 – Beginning |
| **Organization** | 25% | * Accurately uses correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)
 | * Mostly uses correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)
 | * Some noticeable errors in use of correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)
 | * Several noticeable errors in use of correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)
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| **Content** | 25% | * Letter clearly states the purpose
* Appropriate explanations or facts used to support the main idea
* Easy to follow
* Tone is appropriate for intended audience
 | * Letter clearly states the purpose
* Some explanations or facts used to support the main idea
* Somewhat hard to follow
* Tone is generally appropriate for intended audience
 | * Purpose of letter is unclear
* More explanations or facts need to be used to support the main idea
* Hard to follow
* Tone is too formal or too informal for intended audience
 | * Purpose of letter is unclear
* Main idea is not supported by explanations or facts
* Letter rambles; hard to follow or understand
* Tone is inappropriate for intended audience
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| **Appearance** | 25% | * Typed, using correct spacing, font, and format
 | * Letter typed with few problems in spacing, font, or format
 | * Letter typed with frequent problems in spacing, font, or format
 | * Letter not typed; wrong format used and hard to read
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| **Language Usage** | 25% | * Accurate use of punctuation and grammar
* No spelling errors
 | * One or two mistakes with punctuation or grammar
* One or two spelling errors
 | * More than two mistakes in punctuation or grammar
* More than two spelling errors
 | * Incorrect use throughout the letter of punctuation or grammar
* Frequent spelling errors distract from letter
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