# Plans With Purpose

Analyze how a writer matches goals to readers.

**11.P.EICC.4.a** "Establish a purpose and goals for writing and identify a target audience. (C)"

NAME _____ DATE _____

## 1 READ AND MARK

Read it twice

**YOUR JOB** Underline the words that identify the writer's purpose and audiences, then number the three writing goals to show how the plan stays focused.

### Planning a School Proposal

1. After seeing students eat lunch on crowded hallway floors, I plan to write a proposal about adding shaded tables beside the school library. My purpose is to persuade the principal and the school improvement committee to fund a small outdoor study and lunch area. Those decision makers are my primary audience because they approve campus spending and can schedule construction. Students and families are a secondary audience, since their comments could show that the space would be used. I will use a respectful, practical tone, not a complaint, because the proposal asks leaders to choose among many needs.

2. To make the proposal useful, I set three goals. First, I will show that the hallway congestion is a safety and learning concern by reporting lunch-period observations from three days. Second, I will explain a realistic solution, including the number of tables, accessible paths, and a rough cost based on current catalog prices. Third, I will ask the committee to place the project on its October agenda. These goals keep the proposal focused: evidence establishes the need, details make the plan workable, and the final request tells readers what action to consider. I will not spend space arguing about unrelated school rules.

3. Because the primary audience manages money and facilities, I will lead with a brief summary of the problem and the requested decision. I will organize the body with headings such as Need, Design, and Cost, so busy readers can locate evidence quickly. A photograph of the crowded hallway and a simple table of price estimates will support my claims, while a student quote can illustrate daily impact. I will define any unfamiliar construction terms and avoid slang. At the end, I will request a response before the October meeting, giving the audience a clear next step and a reason to act.

## 2 ANSWER WITH EVIDENCE

Use the passage

1. Who is the writer's primary audience, and why is that group the primary audience?

2. What is the writer's purpose for the proposal?

3. List the writer's three goals for the proposal.

4. How do the writer's organization and evidence choices fit the primary audience? Give two details from the passage.

## 3 YOUR TURN

Your own words

Choose a school or community improvement you want to propose. Write three or four sentences that identify your target audience, your purpose, at least two writing goals, and one writing choice that fits your audience.

ANSWER KEY

# Plans With Purpose

GRADE 11 · 11.P.EICC.4.a

## PART 1 · READ AND MARK

Underline the words that identify the writer's purpose and audiences, then number the three writing goals to show how the plan stays focused. Accept any marking that follows this job and points at the right text.

## PART 2 · ANSWERS

| # | QUESTION | ANSWER |
|---|---|---|
| 1 | Who is the writer's primary audience, and why is that group the primary audience? | **The principal and the school improvement committee are the primary audience because they approve spending and can schedule construction.** |
| 2 | What is the writer's purpose for the proposal? | **The writer wants to persuade the principal and school improvement committee to fund an outdoor study and lunch area.** |
| 3 | List the writer's three goals for the proposal. | **Show that hallway congestion is a safety and learning concern; explain a realistic solution with details and cost; ask the committee to place the project on its October agenda.** |
| 4 | How do the writer's organization and evidence choices fit the primary audience? Give two details from the passage. | **Headings help busy decision makers find information quickly, and a photograph, price table, and observations provide practical evidence for a facilities and budget decision.** |

## PART 3 · YOUR TURN (SAMPLE ANSWER)

I will write an email to the district facilities director proposing a covered bicycle rack near the east entrance. My purpose is to persuade the director to include the rack in next year's maintenance plan. My goals are to document how rain can damage bicycles, provide two price estimates, and request a site review; I will use a concise, professional tone because the director needs practical evidence to make a budget decision.

Accept accurate paraphrases of the passage's stated purpose, audiences, goals, and audience-based choices. For Part 3, accept varied topics if the response clearly names an audience, purpose, two or more goals, and an appropriate writing choice.