Plan Before You Write

Choose a reason, a goal, and a reader before you write.

3.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 sentence in paragraph 1 that states Jayden's purpose. Circle the word in paragraph 1 that names his target audience, then write 1 beside the sentence that tells his goal.

Jayden's Garden Flyer

1. Jayden wanted to write a flyer about the school garden workday. Before he wrote, he chose his purpose: to invite families to help plant vegetables on Saturday. He decided that his goal was to have at least ten helpers. Jayden knew that families needed clear details, so he planned to include the date, time, place, and jobs people could do.

2. Jayden pictured busy parents and younger brothers and sisters reading the flyer. He used short sentences and friendly words so families could understand it quickly. He wrote, "Bring gloves if you have them," instead of using hard gardening words. He also added a small map of the garden because some families might not know where it was.

3. After checking his work, Jayden read the flyer as if he were a parent. He noticed that the first line said exactly what readers were invited to do. The last line told them how to sign up. Jayden believed the flyer could meet his goal because it gave families a reason to come and the information they needed.

2 ANSWER WITH EVIDENCE

Use the passage

1. What is Jayden's purpose for writing the flyer?

2. Who is Jayden's target audience?

3. What goal does Jayden have for his flyer?

4. Name two choices Jayden made to help his audience understand the flyer.

3 YOUR TURN

Your own words

Choose a school or community event you want people to attend. Write labeled lines for Purpose, Goal, and Target Audience, then write two choices you will make to help your audience understand your writing.

ANSWER KEY

Plan Before You Write

GRADE 3 · 3.P.EICC.4.a

PART 1 · READ AND MARK

Underline the sentence in paragraph 1 that states Jayden's purpose. Circle the word in paragraph 1 that names his target audience, then write 1 beside the sentence that tells his goal. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What is Jayden's purpose for writing the flyer?	**To invite families to help plant vegetables on Saturday.**
2	Who is Jayden's target audience?	**Families, including parents and younger brothers and sisters.**
3	What goal does Jayden have for his flyer?	**He wants at least ten helpers.**
4	Name two choices Jayden made to help his audience understand the flyer.	**He used short, friendly sentences and added a small map. Other acceptable choices include giving clear details or avoiding hard gardening words.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Purpose: Invite third-grade students to a used-book swap at lunch. Goal: Have 20 students bring or choose a book. Target Audience: Third-grade students. Audience Help: I will use short sentences. I will list the time and lunchroom place.

Accept reasonable events, purposes, goals, and audiences that fit together. The two writing choices should help the named audience understand the message, such as using simple words, adding clear details, or including a map.