Plan Before Pen

Purpose, audience, and goals shape a writer's choices.

7.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 Nia's purpose for the proposal, circle her target audience, and number the three goals she sets for that proposal.

Nia Plans a Proposal

1. Before writing a proposal about adding a water-refill station near the gym, Nia paused to plan. Her purpose was to persuade the school wellness committee to consider the idea. She wanted readers to understand that students often finish practice thirsty and that refill stations can reduce single-use plastic bottles. Nia chose the committee as her target audience because its members help recommend campus improvements. She also set a goal: ask the committee to place the proposal on its next meeting agenda.

2. Because committee members may have limited time, Nia planned a clear, respectful message. She would begin with a brief description of the problem, then include observations from students leaving afternoon practices. Next, she would explain how a refill station could help and give an estimated cost from a supplier's public catalog. Her second goal was to support each claim with useful evidence, not just opinions. She decided not to fill the proposal with sports slang, since some committee members do not coach teams.

3. At the end, Nia planned to request a specific next step rather than simply announce her opinion. She would ask the wellness committee to review the proposal and decide whether to seek funding. This goal shaped her final paragraph, which would restate the benefit to students and invite questions about cost or maintenance. Nia knew a different audience, such as her classmates, might need a different purpose and tone. For classmates, she might aim to gather ideas, use more familiar language, and ask them to complete a short survey.

2 ANSWER WITH EVIDENCE

Use the passage

1. What is Nia's purpose for writing the proposal?

2. Who is Nia's target audience, and why did she choose this audience?

3. What are Nia's three writing goals for the proposal?

4. Give two ways Nia shapes her message for her target audience.

3 YOUR TURN

Your own words

Choose one school improvement you want to write about. In 2 or 3 sentences, name your purpose, target audience, and two writing goals, then explain one way you will shape your message for that audience.

ANSWER KEY

Plan Before Pen

GRADE 7 · 7.P.EICC.4.a

PART 1 · READ AND MARK

Underline Nia's purpose for the proposal, circle her target audience, and number the three goals she sets for that proposal. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What is Nia's purpose for writing the proposal?	**To persuade the school wellness committee to consider adding a water-refill station near the gym.**
2	Who is Nia's target audience, and why did she choose this audience?	**The school wellness committee, because its members help recommend campus improvements.**
3	What are Nia's three writing goals for the proposal?	**To get the proposal on the next meeting agenda, support claims with useful evidence, and ask the committee to review the proposal and decide whether to seek funding.**
4	Give two ways Nia shapes her message for her target audience.	**She plans a clear, respectful message with evidence and an estimated cost, and she avoids sports slang that some committee members may not understand.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

I will write to persuade the principal to add shaded tables in the courtyard. My goals are to explain how shade can make lunch more comfortable and to include a cost estimate, so I will use a respectful tone and clear facts for the principal.

Accept reasonable school-improvement topics when the response clearly identifies a purpose, a specific audience, two goals, and an audience-based writing choice. Wording may vary if the plan is logical and complete.