Plan Before Pen

A model for matching writing to readers and goals.

8.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 that names the target audience, circle the sentence that states the purpose, and number the two goals 1 and 2. These choices show how the writers planned their message.

The Cafeteria Waste Campaign

(1) When the eighth-grade environmental club planned a campaign about cafeteria waste, its members did not begin by drafting slogans. They first chose a target audience: students who buy lunch at school. Most of these students have only a few minutes to make choices in a noisy cafeteria. The club decided that a long report about landfill statistics would not fit that audience. Instead, the campaign needed quick information that students could use while standing near the trash and recycling bins.

(2) Next, the club wrote a clear purpose: to persuade lunch buyers to sort leftovers, recyclables, and trash correctly. It also set two goals for the first month. The campaign should help students recognize the three bin labels, and it should reduce the number of recyclable bottles placed in trash. These goals gave the writers a way to judge their work. A message that was funny but did not explain where a bottle belonged would miss both the purpose and the goals.

(3) To reach its audience, the club planned colorful signs with a photo of each bin and a three-word direction, such as "Empty, recycle, or compost." It placed the signs at eye level beside the bins, where lunch buyers would see them while cleaning up. The members saved their detailed results and cost information for a separate email to the principal. That email had a different audience and purpose: to request support for new labels, so it could include more explanation and evidence.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who is the campaign's target audience? What detail from the passage explains why this audience needs a quick message?

2. What is the campaign's purpose? Name its two goals for the first month.

3. Why did the club choose signs with photos and short directions instead of a long report? Use the audience and purpose to explain.

4. How did the principal email differ from the cafeteria signs? Explain how its audience and purpose changed the information included.

3 YOUR TURN

Your own words

Choose one school improvement you want to support. Write a 90 to 110 word planning note that names your target audience, writing purpose, two goals, and three writing choices that fit your audience.

ANSWER KEY

Plan Before Pen

GRADE 8 · 8.P.EICC.4.a

PART 1 · READ AND MARK

Underline the sentence that names the target audience, circle the sentence that states the purpose, and number the two goals 1 and 2. These choices show how the writers planned their message. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who is the campaign's target audience? What detail from the passage explains why this audience needs a quick message?	**The target audience is students who buy lunch at school. They have only a few minutes to make choices in a noisy cafeteria.**
2	What is the campaign's purpose? Name its two goals for the first month.	**Its purpose is to persuade lunch buyers to sort leftovers, recyclables, and trash correctly. Its goals are to help students recognize the three bin labels and reduce recyclable bottles placed in trash.**
3	Why did the club choose signs with photos and short directions instead of a long report? Use the audience and purpose to explain.	**Lunch buyers need quick information while cleaning up, and the signs help persuade them to sort items correctly.**
4	How did the principal email differ from the cafeteria signs? Explain how its audience and purpose changed the information included.	**The email was for the principal and asked for support for new labels, so it included detailed results and cost information. The signs were for lunch buyers and used quick directions and photos.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Target audience: students who wait for rides after school. Purpose: persuade them to use the new shaded waiting area instead of crowding the front doors. My first goal is for students to know where the area is. My second goal is to reduce doorway crowding during dismissal. I will make a short poster with a map because students need to find the area quickly. I will use large type because they will read it from several steps away. I will include a photo of the benches so students recognize the space at once.

Accept equivalent descriptions of the campaign's audience, purpose, goals, and message choices when they are supported by the passage. For Part 3, accept any realistic school topic with a clear audience, purpose, two goals, and three audience-based choices.