

HOW TO CREATE YOUR OWN LETTERS

1. https://www.cengage.com/resource_uploads/downloads/0538728841_177015.pdf
2. <https://www.fbla-pbl.org/media/format-guide-competitive-events.pdf>

ESSENTIAL QUESTIONS

WHY, WHEN, WHAT

Contemplating Correspondence

Directions: *The following questions ask you to think about letters and the reasons that people write them.*

1. Why do people write letters? What are some specific events or purposes when letter writing is important or expected?
2. When would sending a letter be more appropriate or convenient than using another means of communication?
3. Letters can be written in different styles or formats. What are the two main formats for writing letters?
4. What benefits result from following a specified format when writing a letter?
5. With the growing popularity of e-mail, IMs, and text messages, some people speculate that letter writing will become a thing of the past. What is your opinion? Will letter writing remain a vital part of business and personal communications?

STUDENT OBJECTIVES

Students will

- review examples of business and friendly letters.
- compare business and friendly letter formats.
- write letters in response to specific writing prompts.
- apply knowledge of language structure and conventions.
- adjust their use of writing conventions, style, and vocabulary for a variety of audiences and purposes.

LESSON PLANS

1. Tell students that during this session, they will be reviewing business letter format.
2. Ask students if business letter format is for use only by businesses. Answer essential questions by explaining to students, the “why, when, and what” in contemplating correspondence for essential questions on the various uses for business letters (e.g., applying for employment, expressing a consumer complaint to company).
3. Share the FBLA Business Letter Format Sample and the Read, Write, and Think Lessons by distributing copies to students and displaying the sample by using google classroom and electronic board.
4. Have students take turns reading the body of the letter aloud.
5. Identify the main parts of a business letter (heading, inside address, greeting, body, closing, and signature) by allowing student volunteers to take turns using a non-permanent transparency marker to label each of the six main parts. Instruct students to label their handouts in the same manner.
6. Again, you can use Writing the Basic Business Letter from the FBLA format and to supplement the discussion of the parts of letters.
7. Have students reformat the FBLA letter to Juliana Solis, the FBLA President of Lamar County High School.
8. Discuss the differences between the full-block and modified-block formats. Point to the additional sample letters

LETTER FORMATTING GUIDE

SPACING YOUR LETTER

SS LETTER

Top Margin: 2"
Side Margins: 1"

Current Date

(QS)

Ms. Terra Green
1923 Deserama Circle
Cottonwood, AZ 86326

(DS)

Dear Ms. Green

(DS)

This letter is keyed in block style with open punctuation. All lines, including the date, inside address, salutation, and closing begin at the left margin. A double space is left between all letter parts except before the inside address and the writer's name, where a quadruple space (4 returns) will be found.

(DS)

This letter style is to be used for FBLA-PBL competition.

(DS)

Sincerely

(QS)

Barbara Small
Director of Education

(DS)

xx

LETTER FORMAT

**BUSINESS LETTER
BLOCK STYLE**

FRIENDS AND NEIGHBORS
516 W. Iowa Street
Dermott, AR 71638-2039
(870) 555-0183

December 7, 200- About 2 inches or 2 lines below letterhead

↓ 4

Mr. Alex P. Perkla
Homemade Construction
571 S. Pecan Street
Dermott, AR 71638-2225

↓ 2

Dear Mr. Perkla

↓ 2

Thank you for helping to make this year's Friends and Neighbors Dinner a success.

The tables and benches your crews built, delivered, and set up were put to good use. Meals were enjoyed by 376 people who might otherwise have spent their holiday alone and hungry.

Homemade Construction has a positive reputation in the community. That reputation is well deserved.

↓ 2

Sincerely

↓ 4

Chuck L. Fosgate, Chair
Friends and Neighbors Dinner

↓ 2

Enclosures

Letterhead

Date

Letter Address

Salutation

Body

Complimentary Close

Signature Lines

Enclosure Notation

WORK SAMPLE-REINVENT THIS LETTER!

Dear Juliana Solis

Thank you for the opportunity to be apart of the FBLA Club. Your kind hospitality and a strong presence in the community has only furthered my desire to join your outstanding organization. As a member of FBLA, I've enjoyed the discussion we've had about giving back to the community. Thank you for being the outstanding President that leads by example and not just with words. Being in FBLA has been one of the best experiences in my life, the fellowship with classmates was amazing. Being apart of the club has been helpful in the development of my business skills. With that being said I would like to personally thank you for the experience I had in FBLA.

STUDENT SAMPLE LETTER -RUBRIC

February 4, 2020

Ms. Juliana Solis
Lamar County High School
1 Trojan Way
Barnesville, GA 30204

Dear Juliana Solis:

Thank you for the opportunity to be a part of the FBLA Club. Your kind hospitality and a strong presence in the community has only furthered my desire to join your outstanding organization. As a member of FBLA, I've enjoyed the discussion we've had about giving back to the community.

Thank you for being the outstanding President that leads by example and not just with words. Being in FBLA has been one of the best experiences in my life, the fellowship with classmates was amazing. Being a part of the club has been helpful in the development of my business skills.

With that being said I would like to personally thank you for the experience I had in FBLA.

Sincerely,

Garrett Parrish

Garrett Parrish

Rubric for Correspondence Project

CATEGORY	4	3	2	1
Ideas	Ideas were expressed in a clear and organized fashion. It was easy to figure out what the letters were about.	Ideas were expressed in a pretty clear manner, but the organization could have been better.	Ideas were somewhat organized, but were not very clear. It took more than one reading to figure out what the letters were about.	The letters seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letters were about.
Prompts	Letters respond to given prompts with appropriate tone and detail, and both required prompts have been addressed.	Letters follow given prompt options, and both required prompts have been addressed.	Letters follow prompt options, but one or more of the required prompts has been neglected.	Some letters fail to address any given prompt option.
Format	Uses business and friendly letter formats correctly and complies with all the requirements for each format.	Uses business and friendly letter formats correctly and complies with almost all of the requirements for each format.	Usually uses business and friendly letter formats correctly. Complies with several of the requirements for each format.	Rarely uses business and/or friendly letter format correctly. Complies with few of the requirements for each format.
Conventions	Writer makes no errors in grammar, spelling, capitalization, or punctuation.	Writer makes 1-2 errors in grammar, spelling, capitalization, and/or punctuation.	Writer makes 3-4 errors in grammar, spelling, capitalization, and/or punctuation.	Writer makes more than 4 errors in grammar, spelling, capitalization, and/or punctuation.