

This graphic organizer was designed to help students write a persuasive writing piece for animation. The final written PSA, when timed, will be closer to 60 seconds upon completion.

Persuasive Writing Steps	Actions to take
Pick a global goal that is important to you	See complete list here: https://sdgs.un.org/goals
Open with an attention grabbing fact about that global goal	Start by stating a surprising fact! (research facts: https://sdgs.un.org/goals)
Provide (2) reasons why this global goal is important	provide two researched facts on your global goal (research facts: https://sdgs.un.org/goals)
Write your opinion statement	Make it personal / emotional (Tell us why we should care about this goal)
List (1) counter argument	Give a reason why people might not agree with your opinion, then explain why your idea is the most logical solution.
End with a strong call to action or closing statement	Tell the audience what you want them to do / what they need to do in order to accomplish this goal.