

**CONTEXT:**

Charity fundraising marketing inserted into a national Sunday newspaper on behalf of the Born Free Foundation, which is a charity set up to ensure all wild animals are treated with compassion and respect.

**PURPOSE:**

To encourage readers to support the work of the organisation by donating money to fund its work.

**AUDIENCE:**

Readers of the Sunday newspaper (it is not specified whether the newspaper is broadsheet or tabloid).

**FORMAT/STRUCTURE:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Persuasive Leaflets

**TASK:**

Imagine you work in the fund-raising department of the Born Free Foundation. You have been asked to write a persuasive leaflet to encourage people to support the work of your organisation. The leaflet will be an insert in a Sunday newspaper.

**RHETORICAL DEVICES:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**TONE (VOCABULARY):**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**TONE (GRAMMAR):**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**PRAGMATICS (CULTURAL REFERENCES):**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_