Writing Activity

**RAFT** (Role, Audience, Format, Theme) (w/Content Connections)

**Purpose:** Syntactic Development

**Focus:** Write on a topic in a specific format, understanding role as a writer and audience

**ELDC (Continuum) Level(s):** Proficient 1, Proficient 2, Proficient 3

R-A-F-T is a system for students to practice their role as a writer (**R**), their audience (**A**), the format of their work (**F**), and the topic of the content (**T**).

**Examples:** persuade a soldier to spare your life, demand equal pay for equal work, or plead for a halt to coal mining in our valley.

- **(R):** For role (**R**), of the writer, the writer considers who s/he is
  (Examples-a soldier, Abraham Lincoln, a slave, a blood cell, a mathematical operation)
- **(A):** For audience (**A**), the writer considers to whom s/he is writing
  (Examples-to a mother, to Congress, to a child)
- **(F):** Format (**F**) determines what form the communication will take
  (Examples-letter, speech, obituary, conversation, memo, recipe or journal)
- **(T):** The topic (**T**) consists of a strong verb as well as the focus.

**Procedure:** Introduce RAFT by creating a story collectively using the Language Experience Approach. The second time you assign RAFT, have each group prepare one. Model for students, explaining that all writers must consider their role as a writer, their audience, the format, and the topic. These four components are critical in every written assignment. Assist teams to brainstorm ideas about a topic. Work with teams to list possible roles, audiences, formats, and strong verbs that are appropriate for each topic. Once the groups have mastered RAFT, have each student prepare his/her own, but include incentives for the group to help individual members. For example, you might want to give a team a point for each member who receives a grade of B or higher.

**See Content Connections on following page.**
Note: The Content Connections described below are intended to give ideas and/or suggestions for utilizing this activity in other subject areas.

<table>
<thead>
<tr>
<th>Content Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Math:</strong> Read procedure for activity. This can be adapted so students take the role of a concept presented within unit of study and respond in a math journal. Possible topic: You are a prime number. Convince a group of even numbers that you can’t join their team.</td>
</tr>
<tr>
<td><strong>Science:</strong></td>
</tr>
<tr>
<td><strong>Social Studies:</strong></td>
</tr>
</tbody>
</table>

**RAFT Activities:** *(Continued on following pages)*
For each RAFT Activity below, use the writing templates and instructional materials on the following pages for students to practice writing personal and business letters, recipes, memos, journals, speeches, and newspaper columns and article. Practice with genres of writing expands knowledge of applicability of writing as an important form of communication.

**RAFT Writing Formats for a variety of genres continued on following pages**
<table>
<thead>
<tr>
<th>RAFT Activity #1:</th>
<th>RAFT Activity #2:</th>
</tr>
</thead>
</table>
| **R**: Your role as a writer is ________________________________.
| **A**: Your audience is _______________________________________.
| **F**: The format of your writing is a **personal letter**.
| **T**: Your topic is to write to **tell** ________________________ about _________________________________. |

<table>
<thead>
<tr>
<th>RAFT Activity #3:</th>
</tr>
</thead>
</table>
| **R**: Your role as a writer is ________________________________.
| **A**: Your audience is _______________________________________.
| **F**: The format of your writing is a **newspaper obituary**.
| **T**: Your topic is to write to **report factually** the death of ________________________________ and to praise the person’s life and accomplishments. **(Note: obituary—published notice of a death; usually includes a brief biography)** |

<table>
<thead>
<tr>
<th>RAFT Activity #4:</th>
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</thead>
</table>
| **R**: Your role as writer is ________________________________.
| **A**: Your audience is _______________________________________.
| **F**: The format of your writing is a **recipe**.
| **T**: Your topic is to write a recipe (with ingredients, steps) for _________________________________. |

<table>
<thead>
<tr>
<th>RAFT Activity #5:</th>
</tr>
</thead>
</table>
| **R**: Your role as writer is ________________________________.
| **A**: Your audience is _______________________________________.
| **F**: The format of your writing is a **political speech**.
| **T**: Your topic is to write to **explain** _________________________________. |

<table>
<thead>
<tr>
<th>RAFT Activity #6:</th>
</tr>
</thead>
</table>
| **R**: Your role as writer is ________________________________.
| **A**: Your audience is _______________________________________.
| **F**: The format of your writing is a **memo**.
| **T**: Your topic is to **tell/inform** ________________________ about _________________________________. |

<table>
<thead>
<tr>
<th>RAFT Activity #7:</th>
</tr>
</thead>
</table>
| **R**: Your role as writer is ________________________________.
| **A**: Your audience is _______________________________________, who might read it someday.
| **F**: The format of your writing is a **personal journal entry in your journal or diary**.
| **T**: Your topic is to write **personal thoughts** about _________________________________. |

<table>
<thead>
<tr>
<th>RAFT Activity #8:</th>
</tr>
</thead>
</table>
| **R**: Your role as writer is ________________________________.
| **A**: Your audience is _______________________________________.
| **F**: The format of your writing is a **newspaper article**.
| **T**: Your topic is to **report the details of** _________________________________. |
The Personal (or Friendly) Letter Has (5) Parts:

1. **The Heading**: In a friendly letter, the left edge of the heading begins in the center top of the page. Always indent to the middle of the page. The heading has three lines in a “block” shape, and contains the return address and the date. The return address is the writer’s address (usually two lines), and the third line in the heading is the date the writer writes the letter. Skip a line after the heading.

   **Example:**
   
   1234 Main Street
   Paradise, FL 33443
   January 14, 2005

2. **The Greeting (Salutation)**: The greeting of a friendly letter is on the left below the heading. The greeting usually begins with the word, “Dear”, in front of a person’s name. If the person has a title such as “aunt, uncle, Dr., Mrs., etc., use it. Always capitalize the first word in the greeting, and end the greeting with a comma. Skip a line after the greeting.

   **Examples of Greetings:**
   
   **Formal**: Dear Uncle John, Dear Aunt Mary, Dear Miss Brown, Dear Linda,…
   **Informal**: (person the writer knows very well): Hi Joe, Greetings,…

3. **The Body**: The body of the letter contains the main text or the writer’s message. Indent each new paragraph. Skip a line after the greeting, and skip a line between paragraphs. Skip a line after the body and before the closing of the letter.

4. **The Complimentary Closing**: In a friendly letter, the closing is on the right bottom of the letter. The left edge of the closing and signature lines begins in the center, lined up with the heading (indented the same amount as the heading). Always indent to the middle of the page. The closing and signature lines (two lines, skipping one line in between) are in a “block” shape, like the heading. The complimentary closing is always a few words on a single line, beginning with a capital letter and ending with a comma. Skip two spaces after the closing, and before the signature line.

   **Examples of Closings:**
   
   Sincerely, Regards, With kindest personal regards,  
   Sincerely yours, Best regards, I look forward to speaking with you,  
   Yours sincerely, Kindest regards, I look forward to seeing you,  
   Respectfully, All the best, I look forward to hearing from you,  
   Respectfully yours, Cordially, Thank you for your time,  
   Truly yours, Best wishes, Thank you for your consideration,  
   Very truly yours, Many thanks,

5. **The Signature Line**: Skip two spaces after the closing for the signature line. If you are typing or keyboarding the letter, type in the name of the person signing the letter on the signature line, and hand sign the name in blue or black ink in the space between the closing and the typed signature. The left edge of the signature line begins in the center, indented the same amount as closing and heading. The closing and signature lines, skipping one line in between are in a “block” shape, like the heading.

   **Example:**
   
   Truly yours,
   **Alma Gonzales Patel** (Handwritten Signature goes here)
   Alma Gonzales Patel

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**RAFT Activity: Personal (or Friendly) Letters** (Continued on next page)
## Important Notes on Personal (or Friendly) Letters

### POSTSCRIPTS

**Postscript:** A postscript is an afterthought that the writer adds at the end of the friendly letter. If the letter contains a postscript, it begins with "P.S.", and it ends with the writer's initials. Skip a line after the signature line to begin the postscript.

### PUNCTUATION

**Commas in a Personal Letter:** Use commas after the **greeting** (also called the **salutation**) and after the **complimentary closing** in all letters.

- **Examples:**
  - Salutation: Dear Franco, My dearest Hung,
  - Closing: Sincerely, Truly yours,

**Capital Letters in a Personal Letter:** There are two extra rules for capitalizing in letter-writing:

1. Capitalize the first word and all nouns in the salutation (or greeting).
   - **Examples:** Dear Sir: My dearest Aunt, Greetings!
2. Capitalize the first word in the complimentary closing.
   - **Examples:** Sincerely, Truly yours, With best wishes,

### Writing Personal (or Friendly) Letters—Practice Activity

**Practice Activity:** Write a personal letter to a friend or relative.

Follow these guidelines:

- a) Use the Personal Letter format provided, observing margins to make block shapes.
- b) The letter must have four paragraphs in the body.
- c) Be sure to sign your name after the complimentary closing.
- d) Use today's date and your own address in the heading.

**Topic Suggestions:**

- a) Write about a recent holiday.
- b) Describe your favorite vacation destination.
- c) Write about your favorite sports team.
- d) Describe your plans for a future time (next weekend, month, next summer, etc.)
- e) Write about what is happening with you at your school.

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**RAFT Activity: Personal (or Friendly) Letters** (Continued on next page)
Format for a Personal or Friendly Letter

[Blank space for personal or friendly letter]
The Business Letter Usually Has (6) Parts:

A business letter is more formal than a personal letter, and it looks and sounds more formal. A business letter has equal margins on all edges of unlined paper. The margins should be at least one inch on all four edges, and standard paper for a business letter is (8½”x11”).

1. The Heading: In a business letter, the heading appears on the left edge (block style or semi-block style). In a modified-block style, the heading the left edge of the heading begins in the center top of the page, indenting to the middle of the page. The heading has three (or four) lines in a “block” shape. The first two lines contain the return address. The return address is the writer’s address. The third line of the writer’s return address is for a phone number, extension number, fax number, and/or email address or webpage of the writer. Skip a line between the return address (ends on 3rd line) and the date (4th line). The fourth line in the heading is the date the writer writes the letter. (If using printed business stationery, the return address is already there. Remember to type in the date!). Skip a line after the heading, before the inside address.

2. The Inside Address: The inside address is “inside” the letter, and shows the address of the individual or business the writer is addressing in the letter. Include as much information as possible in the business address, including the names and the titles of the persons receiving the letter (If you know them) Remember to skip a line before the inside address. Remember to skip a line after the inside address and before the greeting.

3. The Greeting (Salutation): The greeting of a business letter is on the left below the heading. The greeting in a business letter always ends in a colon. The greeting in a business letter always formal, beginning with the word "Dear", and always including the person’s title and last name. Always capitalize the first word in the greeting. Only use a person’s first name if the title is unclear and it is difficult to decide the title. For example, a business letter to Aaron Smith could be to a male or female. In this case, the title is unclear (Mr., Mrs., Miss, etc). Omit a title, and use the full name in the greeting. Skip a line after the greeting. Examples of Titles: Mr., Mrs., Miss, Ms., Dr., Professor, Senior Editor, Chairperson, Chief Executive Officer, Madam Secretary, Mr. Ambassador, Specialist, Manager, Director, (etc)

4. The Body: The body of the letter contains the main text or the writer’s message. A business letter should not be hand-written. It is always typed or keyboarded. A block or semi-block style business letter does not indent paragraphs in the body. A modified block style indents each new paragraph. Whichever format the writer uses, skip a line between paragraphs in a business letter. Skip a line between the greeting and the body, and skip a line between the body and the closing of a business letter.

5. The Complimentary Closing: The closing of a business letter is short, polite, and ends with a comma. Skip a line after the body of the letter before the closing. The closing and signature lines (two lines, skipping one line in between) are in a “block” shape, like the heading.

The complimentary closing is always a few words on a single line, beginning with a capital letter and ending with a comma. Skip two spaces after the closing, and before the signature line.

Examples of Closings for a Business Letter: Sincerely, Truly, Regards, Respectfully, Thank you for your time, Thank you for your consideration, etc…

In the block style, the closing is at the left margin. In the modified block or semi-block styles, the left edge of the closing starts in the center. The left edge of the closing and signature lines begins in the center, lined up with the heading (indented the same amount as the heading). Always indent to the middle of the page. Note: In a business letter, the signature line appears two times, once for the typewritten signature of the writer, and handwritten just below the typed name.
6. **The Signature Line:** Skip two spaces after the closing for the signature line. Type the writer's name on the signature line, and hand sign the name in blue or black ink in the space between the closing and the typed signature. The left edge of the signature line begins directly under the closing, and should be lined up with the closing. The closing and signature lines, skipping one line in between, are in a “block” shape, like the heading.

   **Example:**
   
   Truly yours,

   Alma Gonzales Patel  
   (Handwritten Signature goes here)

   Ms. Alma Gonzales Patel

In a business letter, a signature should be as complete as possible, and can include a middle initial or the writer’s title if the writer chooses. (If a title is included, a second line may be included under the typed signature.) Business letters should not contain postscripts (P.S.).

**Punctuation in a Business Letter:**

- **Colon:** In a Business Letter, use a colon at the end of the greeting (salutation).
  
   **Examples:** Dear Sir:  Dear Ms. Fleming:  Dear Dr. Melendez:

- **Comma:** In a Business Letter, use a comma at the end of the complimentary closing.

   **Examples:** Sincerely,  Regards,

- **Capitalization:** There are two extra rules for capitalizing in business letters:

   1. Capitalize the first word and all nouns in the salutation (or greeting).
      
      **Examples:** Dear Sir:  Dear Dr. Pierce:

   2. Capitalize the first word in the complimentary closing.

      **Examples:** Sincerely,  Thank you,

**Business Letter Envelopes:**

The envelope for a business letter should be a standard size business envelope (4”x9½” fits standard 8½”x11” paper). Fold the letter twice bottom to top, into thirds, and to fit neatly into the envelope. The writer’s address (return address) goes in the upper left hand corner of the envelope. The recipient’s address is in the center middle of the envelope. If the business requests the letter be sent to the “attention” of a particular individual or department, add an “attention line” in the bottom left corner of the envelope. Write the word “Attention.” Then write the department or person’s name.

**Examples:** Attention: Sales Department  Attention: Shawn Miller

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_________________________  ________________________
_________________________  ________________________
_________________________  ________________________

Attention: _________________
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**RAFT Activity: Business Letters** (Continued on next page)
### Practice Activities for Sample Business Letters

**Practice #1:**
Write a business letter complaining about the service in a restaurant. Write an envelope for your letter. Be sure to include all parts of the business letter (heading, date, inside address, salutation, closing, and signature). Write the letter to the manager of the restaurant complaining about the poor service you received. Write three paragraphs in the body of the business letter describing the problems your family had at this restaurant. You are writer, so use your address in the heading. The letter should be professional and business-like. Spelling and grammar are important in a business letter, so have someone proofread your letter for errors.

**Practice #2:**
Write a business letter to Mr. Stephen Marrone, Store Manager at “CD’s Plus” music store at 5536 Washington Street, West Palm Beach, Florida 33444. Write an envelope for your letter. Be sure to include all parts of the business letter (heading, date, inside address, salutation, closing, and signature). In the body of the business letter, write three paragraphs to complain about the stereo system you purchased that has never worked since you bought it. Use today’s date, and your own home address.

**Practice #3:**
Write a business letter from your company to another company asking for information on a product your company wants to purchase. Write an envelope for your letter. Be sure to include all parts of the business letter (heading, date, inside address, salutation, closing, and signature). Make up a name for your company and use your own address with today’s date. Make up a name for the other company or use a company you know about, and make up the address (or look up an address in the phone book).
Use ONE of THREE business letter styles (block, modified block, semi-block). All 3 are acceptable.

**Business Letter Format: Block Style**
<table>
<thead>
<tr>
<th>RAFT (Role, Audience, Format, Theme) (Continued)—Business Letter Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use ONE of THREE business letter styles (block, modified block, semi-block). All 3 are acceptable.</td>
</tr>
</tbody>
</table>

**Business Letter Format: Modified Block Style**

| ___________________________________________________ |
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| ___________________________________________________ |
Use ONE of THREE business letter styles (block, modified block, semi-block). All 3 are acceptable.

**Business Letter Format: Semi-Block Style**
### Recipe for MAKING FRIENDS
**Serving Information:** One serving of friendship is enough  
**Preparation time:** As long as it takes to develop trust. **Total time:** A lifetime  
**Ingredients:** 6 cups of kindness, 1 cup of love, 2 cups of sincerity, 2 cups of honesty, one ton trust  
**Directions:** Mix one ton of trust with 6 cups of kindness, 1 cup of love, 2 cups of sincerity, and 2 cups of honesty. Add respect. Remember that everyone is a different, unique, and special person. Respect the way other people are, and get to know them. They will respect you, and want to get to know you too. Next, to make a friend, be a friend. If someone needs you, be there. Be a friend to someone you do not know. Finally, always to be kind to everyone, no matter what.  
**Nutritional Information:** You will be surprised how many great friends are waiting for you. Friendship is very good for your health.

### Recipe for ORANGE SORBET
**Serving Information:** Serves 6  
**Preparation time:** 15 minutes  
**Total time:** 2 hours 45 minutes  
**Ingredients:**  
5 or 6 oranges (3 cups juice); ½ cup of sugar  
**Directions:**  
Squeeze 5 to 6 oranges to yield 3 cups of juice. In a small saucepan, combine 1/4 cup orange juice and 1/2 cup sugar. Boil over high heat, stirring, until sugar dissolves, about 1 minute. Transfer mixture to a shallow 2-quart dish, and add remaining orange juice. Freeze until solid, 2 to 2 1/2 hours. With a fork, break into small pieces. Working in batches if needed, process in a food processor until smooth; Transfer to an airtight container; store in freezer. Before serving, let soften in refrigerator, 10 to 15 minutes.  
**Nutritional Information:**  
Per serving: 120 calories; 0.2 gram fat; 0.9 gram protein; 29.5 grams carbohydrates; 0.2 gram fiber

### Recipe for SOLVING A MYSTERY
**Serving Information:** All the evidence that fits on the plate  
**Preparation time:** Investigation time=1,000 hrs;  
**Total time:** Investigation time PLUS Thinking time= 2,000 hours  
**Ingredients:** 6 cups of intelligence, 1 cup of slyness, 2 cups of curiosity, 2 cups of quickness, one ton of evidence  
**Directions:** Mix one ton of evidence with 6 cups of intelligence, 1 cup of slyness, 2 cups of curiosity, and 2 cups of quickness. Add time to investigate. Lay the evidence on a large table and put it in time order. Set aside the evidence that does not fit time order. Fit the evidence together to make a picture. Fill in any blank spaces with evidence that was set aside. Be sure you have enough evidence. If not, collect and add more evidence until the picture and conclusions are clear. Draw conclusions from the picture. Finally, if the solution to the mystery is not clear, start again.  
**Nutritional Information:** You will lose sleep thinking; 10,000 calories of evidence and 2000 grams of fat from eating cookies while you work

### Recipe for GRILLED HAM & CHEESE WITH PEARS
**Serving Information:** Serves 4  
**Preparation time:** 20 minutes  
**Total time:** 2 hours 20 minutes  
**Ingredients:**  
4 slices sandwich bread  
8 ounces Gruyère cheese  
1 pear, thinly sliced  
8 ounces deli ham, thinly sliced  
Butter  
**Directions:** Layer 4 slices of sandwich bread with 8 ounces Gruyère or other melting cheese, 1 thinly sliced pear, and 8 ounces thinly sliced deli ham; top each with bread. Heat a large skillet over medium heat. Spread outside of both bread slices with butter. Cook sandwiches in batches, if necessary, until golden and cheese is melted, flipping once, 3 to 5 minutes per side. Serve  
**Nutritional Information:**  
Per serving: 650 calories; 4.1 gram fat; 0.9 gram protein; 69.5 grams carbohydrates; 0.1 gram fiber
<table>
<thead>
<tr>
<th>RAFT (Role, Audience, Format, Theme) (Continued)—Recipe Form</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recipe for ____________________________</strong></td>
</tr>
<tr>
<td><strong>Serving Information:</strong></td>
</tr>
<tr>
<td><strong>Preparation Time:</strong></td>
</tr>
<tr>
<td><strong>Total Time:</strong></td>
</tr>
<tr>
<td><strong>Ingredients:</strong></td>
</tr>
<tr>
<td><strong>Directions (Steps):</strong></td>
</tr>
<tr>
<td><strong>Nutritional Information:</strong></td>
</tr>
</tbody>
</table>

RAFT Activities: (Continued on next page)
A memorandum or memo is a written communication (note, information, message, announcement, mandate, or notice).

MEMORANDUM

TO: ____________________________

FROM: __________________________

DATE: __________________________

RE: ____________________________

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
A journal is a record (or chronicle, a history, an account, a record, a narrative) of events.
**RAFT (Role, Audience, Format, Theme) (Continued)**

**RAFT Activity: NEWSPAPER Announcement or Classified Ad FORMAT**

Newspapers contain a variety of news, including articles (or columns), and announcements of a wedding, birth, graduation, or death (obituary). Use the writing template to practice writing an announcement of classified advertisement for a newspaper. Use topics appropriate to the lesson content. It is customary to limit this kind of writing to a specific number of words. **(Note: obituary-published notice of a death; usually includes a brief biography)**

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**News Announcement or Classified Advertisement**

*(Limited to ____ words)*

Date ______________________

____________________________________________________________________

____________________________________________________________________

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**RAFT Activities: Continued on next page**
Newspapers contain a variety of news, including articles (or columns), and announcements of a wedding, birth, graduation, or death (obituary). Use the writing template to practice writing a column or article for a newspaper. Use topics appropriate to the lesson content. It is customary to limit this kind of writing to a specific number of words or inches of space.
There are five (5) steps to writing a good speech:

First, identify your Thesis.
Second, identify the Body Headings.
Third, fill in the Body Details.
Fourth, write an Introduction and Conclusion.
Fifth, give the speech a Title.

**STEP #1 – Thesis (Main Idea)**

Write one sentence that presents the thesis or main idea of your speech. Ask yourself:

- What one idea do you want your audience to take home with them?
- What one sentence expresses the action you want the audience to take when they leave?
- If they ignored everything else what one idea do you want them to hear and remember?

Your topic and your audience's interest in your idea control the main idea of the speech. For example, a speech to students on how to improve the school would be very different from a speech to the parents or school board members. Tailor your thesis to the audience's interests.

**STEP #2 – Headings**

After you clearly identify the thesis, write headings related to the thesis. Headings add to and support the thesis. Organize headings in a sequence. Examples of possible sequences include:

- problem-cause-solution
- past-present-future
- far-closer-near
- step-by-step
- they-me-you
- inference-conclusion-generalization

**STEP #3 – Details**

1. Fill in details under each heading. Draw on experience and research. Collect details such as examples, stories, statistics, definitions of headings, etc.
2. Identify transitions from one point to the next point, to connect details to your thesis topic.

**STEP #4 – Introduction and Conclusion**

Now place the details between an Introduction and Conclusion. By writing the Introduction and Conclusion after writing the thesis and body, you will have a balanced, interesting speech.

The Introduction presents and supports the thesis, “warms up” the audience to you, and tells the audience where you are taking them in the speech. The Introduction should:

- peak the curiosity and interest of the audience (Be careful not to be trite and boring)
- clearly introduce your thesis, and
- paint a road map for the audience to follow

The Conclusion supports the thesis, drives it home to the audience, and makes the speech memorable. The Conclusion should:

- Wrap up the entire presentation
- Repaint the road map to confirm what you covered;
- Reinforce the thesis by restating it in different words.
- Encourage or inspire the audience, and give the audience an action to take

**STEP – #5 Title**

The title may occur to you at anytime while writing the speech and it may change several times before you settle on one. Make the title short, creative and catchy, peaking audience curiosity. It should point to the thesis without giving it away. Try to mention the title in your speech (once in the introduction, once in the conclusion and once during each body section)
### RAFT (Role, Audience, Format, Theme) (Continued)—Speech Writing Form

#### Speech Writing in 5 Steps

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Thesis</strong></td>
<td>One sentence that presents thesis or main idea of your speech (What you want audience to remember?)</td>
</tr>
<tr>
<td>2. <strong>Headings</strong></td>
<td>Organize headings in a sequence. (problem-cause-solution, step-by-step, past-present-future, they-me-you, far-closer-near, etc.)</td>
</tr>
<tr>
<td>3. <strong>Details</strong></td>
<td>Fill in details under each heading. Draw on experience and research. Collect details such as examples, stories, statistics, definitions of headings, etc. Identify transitions from one point to the next point, to connect details to your thesis topic.</td>
</tr>
<tr>
<td>4. <strong>Introduction and Conclusion</strong></td>
<td><strong>Introduction</strong>: peak the interest of audience, clearly introduce thesis, and paint a road map to follow. <strong>Conclusion</strong>: Wrap up, repaint road map, restate thesis it in different words, inspire audience.</td>
</tr>
<tr>
<td>5. <strong>Title</strong></td>
<td>Short, creative and catchy, peaking audience curiosity; Points to the thesis without giving it away.</td>
</tr>
</tbody>
</table>
RAFT (Role, Audience, Format, Theme) (Continued)

**Speech Writing: Delivering a Speech**

(Note: DELIVERING A SPEECH in not part of RAFT, but can be paired with presenting and viewing, and/or used as a culminating activity, or an informal practice)

**Delivering a Speech**

After writing a speech, prepare to deliver the speech. If you are nervous or inexperienced, you may want to read the speech from a script or notes instead of reciting it from memory.

- **Reading from a Script:** When you read from a script, it is difficult to connect with the audience or make eye contact, but reading gives confidence that you will not forget anything.
- **Using Notes:** Individuals afraid to recite a speech from memory should make notes until they gain confidence. Notes are like a skeleton that shows key words and points you want to make. Refer to notes to keep the main theme of your speech and cover all main points, but speak directly to the audience most of the time. You must have a good memory to speak from notes, and you will need to practice as much as possible before the speech.
- **Reciting from Memory:** Individuals comfortable with public speaking should recite a speech from memory. If you tend to lose your concentration or memory, this is not a good choice. Be careful not to recite a speech in a monotonous way (like reading). Connect with the audience.

**Speech “Do’s and Don’ts” – Tips for Delivering A Speech**

- Appearance is important. Present yourself well.
- Speak clearly and be sure everyone hears you. Adjust your voice up or down accordingly. Do not shout and do not whisper. Tune in to your audience.
- Slow down and take your time. If you are nervous, you may tend to speak too rapidly.
- Make eye contact with the audience. Eye contact helps to create a relationship with your audience. Eye contact makes you a better speaker, and your audience better listeners.
- Pauses in a speech are important. Use a pause to emphasize a point or to allow the audience to think and react to an important point, a story, or a joke.
- Use your hands to make gestures that go with what you are saying. Do not fidget, make nervous gestures or keep hands in your pockets. Many speakers prefer a podium to rest their hands and to avoid nervous gestures with their hands.
- Enjoy being yourself when speaking publicly. Allow your personality to come through.

**10 Tips for Nervousness**

1. **Know the room.** Be familiar with the place where you will speak. Arrive early, walk around the speaking area, sit in different locations in the room, & practice using a microphone or visuals aids you will be using.
2. **Know the audience.** Greet some of your audience when they arrive to “break the ice”.
3. **Know your material.** If you are not familiar enough with your material, or if you are uncomfortable with it, your nervousness will increase. Practice your speech and revise it until you are familiar and comfortable with the material.
4. **Visualize success.** Visualize yourself giving your speech, confident and successful.
5. **People want you to succeed.** Remind yourself that the audience most of all wants you to succeed. The audience wants to be interested, entertained, and informed.
6. **Do not apologize.** If you make a mistake in your speech, do not apologize or talk about your nervousness. This draws attention to it, and probably no one noticed but you.
7. **Concentrate on the message and the audience.** Turn your focus outward, not inward on yourself. Take your focus off yourself, and the nervousness will go away.
8. **Relax.** Stretch or do tension-releasing exercises for relaxation before your speech.
9. **Turn nervous energy into positive energy.** Take charge of that nervous energy and transform it into enthusiasm and vitality, even if you have to pretend at first. (Oh! I am so excited to be here with such a wonderful group of listeners! You really energize me!)
10. **Get more experience.** The key to effective speeches and speaking publicly is practice. Experience builds confidence.