

Lesson Plan:

Writing a persuasive proposal

LEVEL	TIME	TOPIC
Intermediate-Advanced (B2/C1)	60 minutes	Writing a persuasive proposal

Objectives

By the end of the lesson, students will be able to propose a feasible change with benefits, evidence, and a request. They will also use evidence from the supplied material and appropriate language to explain a choice or qualify a claim.

Materials

Whiteboard, pens, and paper. Copy or display the supplied model and practice details; hide partner-only details until checking. All sample data are fictional.

Warm-Up Activity (8 minutes)

Activity: Ask what decision is missing from Please improve our club.

Presentation (15 minutes)

Model problem, proposed action, evidence, practical constraint, and a specific decision requested.

Language support: proposal, trial, constraint, benefit; We propose...; This would...; We request approval for... Separate projected benefits from observed data.

Worked model / source: Notes: reading club has 24 members; small room seats 16; larger room free Tuesdays; four-week trial costs \$20 for signs. Model: We propose using the larger room on Tuesdays for four weeks. It would provide seating for all current members at a modest trial cost.

Guided Practice (15 minutes)

Activity: Identify problem, action, evidence, cost, request in the model. Add a sentence requesting approval before the next Tuesday session.

Suggested answers / teacher notes: Valid request specifies room, trial period, and approval timing. Do not claim the trial has already increased attendance.

Procedure: Complete the first item together. Partners attempt the remaining items before seeing the notes. Ask them to explain a correction, then rehearse the corrected version.

Independent Practice (17 minutes)

Task: Write a 120-word proposal using the notes. Include how success will be checked: count attendance and collect brief feedback after four weeks.

Success check: Check feasibility, evidence, cost, and decision requested. Stronger learners acknowledge availability on other days remains unresolved.

Support and challenge: Offer the target phrase frames during planning. For a challenge, ask learners to justify a wording choice, consider a different audience, or identify a limitation without adding unsupported information.

Wrap-Up / Review (5 minutes)

Review: Ask for one persuasive sentence addressed to a named audience.

Ask learners to explain their response using the model or practice material. Revisit one shared difficulty before collecting the final work.

Homework (Optional)

Revise the proposal after a peer checks feasibility and clarity.

Follow-up: Use the supplied model as a reference. Bring the response back for a brief partner check against the lesson objective; correct one detail or language choice before submitting it.