



Republic of the Philippines
Department of Education
Region VII, Central Visayas
CITY SCHOOLS DIVISION-TAGBILARAN CITY
City of Tagbilaran



September 22, 2014

Division Memorandum

No. 172, s. 2014

TO: Education Program Supervisors/ Coordinators
Elem. and Sec. School Principals

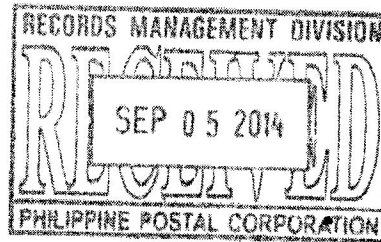
2014 NATIONWIDE "SALAMAT PO!" LETTER WRITING PROJECT OF THE PHIL. POSTAL CORPORATION FOR THE ELEMENTARY AND SECONDARY SCHOOL PUPILS/ STUDENTS

1. Per letter from the Phil. Postal Corporation, Bohol Branch received by this office on September 16, 2014, this office encourages all Elementary and Secondary School Heads to participate this Nationwide "Salamat Po!" Letter Writing Project of the Phil. Postal Corporation for this school year 2014.
2. For in-depth information of this project and the mechanics, please find attached PHLPOST CIRCULAR NO. 14-55.
3. For your information, guidance and compliance.


EVANGEL M. LUMINARIAS, Ph. D.
Schools Division Superintendent

07 August 2014

PHLPOST CIRCULAR NO. 14-55



SUBJECT : 2014 Nationwide "Salamat Po!" Letter Writing Project for Elementary and High School Students Year 2

Please be informed that we are now on the 2nd Year of implementation of the "Salamat Po!" Letter Writing Project for Elementary and High School Students, both from public and private institutions nationwide.

In recognition of the important role that our TEACHERS play in the society, this Year's "Salamat Po!" Project will focus on giving appreciation to Teachers wherein students will be encouraged to send THANK YOU Letters to their favorite Teachers which will be done from August 2014- October 5, 2014.

MECHANICS:

1. This Letter Writing Project is open to all Elementary and High School students both from private and public institutions nationwide.
2. Students shall be encouraged to write "thank you" letters to anyone they want using Filipino/mother tongue or English language following the proper format of writing a letter (place and date, addressee's address, opening and closing salutation and signature).
3. The letter shall be hand written and mailed to addressee via the post office only using Ordinary mail service with postage rate of P10.00 (1-2 pages only) for delivery anywhere in the Philippines. Students may also send letters/post cards/aerogramme abroad using Airmail Service, published rates applied
4. For every letter, greeting card, post card, aerogramme sent via the Postal Service, or any of the accredited Postal Stations, the mailer shall be entitled to one (1) Raffle Ticket upon payment of the corresponding postage fee.
5. The Raffle Stub shall be properly filled up and duly signed by the mailer and shall be dropped at the designated drop boxes located at all Post Offices, accredited Postal Stations, Post Offices located in Robinsons, SM and other malls with Postal Counters.
6. The name of the teacher who encouraged the students to write letters and send entries shall be written on the raffle stub.
7. In areas where post offices/postal stations are not accessible to students, PHLPost and Postal Station Operators shall schedule a pick-up of all mails, upon request of the school heads and shall see to it that Postage are paid and raffle tickets are duly issued. Entries shall be properly dropped at designated drop boxes
8. In celebration of the National Teachers' Month students are encouraged to send Thank You Letters to their Teachers from August 2014-october 5, 2014. College Students are also qualified to join during this period.

OVER-ALL COORDINATOR- MR. JOSEPH FERNANDEZ
Office of the APMG for Marketing & Mgt. Support Services
(02) 524-8771; e-mail:joseph.fernandez@philpost.gov.ph
CP No. 0915250227

TARGET MARKETS:

1. Elementary and High School Students (Junior and Senior High School) both from private and public institutions

No. of enrollees : 24Million

TARGET ENTRIES PER AREA	:	Mega Manila Area	220,000 entries
		Areas 2 and 4	150,000 entries each
		Areas 1, 5-9	80,000 entries each

Target Entries per Post Office shall be determined by Area Marketing Specialists.

TARGET ENTRIES NATIONWIDE : 1.2 MILLION ENTRIES (5% of the Total No. of Enrollees)

TARGET REVENUE : PHP12 MILLION

MONITORING AND EVALUATION:

The Project Coordinators shall conduct a monthly evaluation and monitoring of the performance of every Area and provide necessary assistance to ensure successful implementation of the project.

Raffle tickets issued to Areas and Postal Stations shall be properly monitored and controlled and designated staff must see to it that all Raffle Tickets are properly accounted for. All unused raffle tickets shall be returned to the assigned Project Coordinators within five (5) working days immediately after the holding of the Grand Raffle Draw, otherwise same shall be considered used and shall be included as part of the revenue.

Postal Station shall submit entries every month and see to it that the serial number of raffle stubs corresponds to serial number of the raffle tickets issued.

Post Offices shall maintain a separate Postage Sales Report for "Salamat Po" Project.

Area Marketing Specialists shall submit a monthly Report on the number of entries received, revenue generated and participating schools with corresponding number of entries submitted.

INCENTIVES

An incentive of Five Percent (5%) shall be given to every employee in the Areas including Central Office employees who were able to get entries for this project, provided that the respective Targets are met. Entries of CO shall be included in Manila Central PO, hence, incentive will be given if Mega Manila meets its target.

INFORMATION DISSEMINATION AND CAMPAIGN STRATEGY

- Issuance of Philpost Circular to all Area Managers, Regional Marketing Specialists and other concerned offices enjoining their full support and cooperation in successfully implementing the project
- Conduct Project Orientation and Strategic Planning to Areas to be attended by the Regional Marketing Specialists, Project Coordinators and Postmaster
- Establish partnership with Department of Education through a Memorandum of Agreement institutionalizing the "Salamat Po" Letter Writing Project.
- Issuance of DepEd Memorandum encouraging school heads/administrators to include letter writing as one of their activities in English and Pilipino subjects and to allow PHLPst coordinators to visit schools and conduct school caravans
- Maintain close coordination with DepEd Head Office and Regional Offices
- Conduct Simultaneous Letter Writing Activity during the celebration of World Post Day.
- Request sponsorship for tri-media advertisement from the following:
 - Manila Bulletin
 - Philippine Daily Inquirer
 - Philippine Star
 - PIA
- Intensify media exposures through TV and radio interviews
- Distribute Flyers, posters and other promotional material in all post offices and big schools nationwide, postal stations and postal counters in Robinsons and SM
- Distribute Drop Boxes in all post offices, postal stations and Robinsons and SM Malls with postal counters
- Post tarpaulin in all Area Offices, Post Offices inside school campuses and other conspicuous places, Robinsons and SM Malls, and all Postal Stations nationwide.
- Send letters to all school heads nationwide requesting for their support to the project.
- Visit schools and coordinate with school heads/administrators for the conduct of school Caravan and holding of simultaneous letter writing activity during the celebration of the following:
 - Buwan ng Wika
 - Teachers Day
 - Christmas Celebration

MEMORANDUM OF AGREEMENT
AMONG
THE PHILIPPINE POSTAL CORPORATION,
THE DEPARTMENT OF EDUCATION,
AND THE
KOMISYON SA WIKANG FILIPINO
CONCERNING
PROMOTING LETTER WRITING AND STAMP COLLECTING IN SCHOOLS

KNOW ALL MEN BY THESE PRESENTS:

This MEMORANDUM OF AGREEMENT made and entered into this _____ day of _____, 2014, by and among:

The **PHILIPPINE POSTAL CORPORATION**, a government owned and controlled corporation duly organized, and existing under Republic Act No. 7354 and currently under the Office of the President of the Philippines per Executive Order No. 47 dated July 2011, with principal office at the Post Office Building, Liwasang Bonifacio, Manila, and represented herein by its Postmaster General and Chief Executive Officer, **MA. JOSEFINA M. DELA CRUZ**, hereinafter referred to as "**PHLPost**";

-and-

The **DEPARTMENT OF EDUCATION** a government entity, established according to Philippine laws, with principal office at DepEd Complex, Meralco Avenue, Pasig City and represented herein by its Secretary, **BR. ARMIN A. LUISTRO FSC**, hereinafter referred to as "**DEPED**";

-and-

The **KOMISYON SA WIKANG FILIPINO** established by virtue of Republic Act 7104, with principal office at Watson Bldg., 1610 J.P. Laurel Street, Malacanang Complex, San Miguel, Manila, and represented herein by its Administrator, **VIRGILIO S. ALMARIO**, hereinafter referred to as "**KWF**".

WITNESSETH: THAT

WHEREAS, PHLPost is a government-owned and controlled corporation engaged in the business of carrying and delivering mail and other postal matters with the function to provide for the collection, handling, transportation, delivery, forwarding, returning and holding of mails, parcels and like materials throughout the Philippines and, pursuant to agreements entered into, to and from foreign countries;

DEPED is an executive department of the Philippine Government
in promoting equity in, and improving the quality of

4. Include letter writing and stamp collecting as part of the K-12 Curriculum and recommend the conduct of the yearly Letter Writing Activities "Salamat Po" during the celebration of events like: Mother's Day, Father's Day, Teacher's Day, Grandparents' Day, Family Day, Foundation Day, Thank You Day, Valentine's Day, and any other events in schools where letter writing is appropriate;
5. Provide support in the holding of a National Letter Writing Day in schools in every October 9 of each year;
6. Provide support in holding of the First Grand Assembly of the members of the newly created Stamp Clubs to be held every March of each year;
7. Allow PHLPost to post posters and tarpaulin in selected places prescribed by the school principals in relation to the said activities;
8. Allow schools to maintain close coordination with PHLPost representatives pertaining to the implementation of the above activities;
9. Participate actively in attending any meetings and other concerns related to the implementation of the above-mentioned activities; and
10. Provide PHLPost, through the BEIS, an updated list of elementary and secondary schools, both from public and private institutions nationwide indicated therein the total number of enrollees per level.

B. KWF's OBLIGATIONS:

1. Promote the Yearly Nationwide Letter Writing Project "SALAMAT PO" as part of their campaign for Wikang Filipino;
2. Disseminate information either through print, electronic and other means of media, about the "SALAMAT PO" Letter Writing Project of PHLPost in order to promote positivism and the preservation of Filipino language; and
3. Initiate action to seek approval from the Office of the President for the issuance of an Executive Order declaring a "National Letter Writing Day" with the theme "Salamat Po" using Filipino Language only.

C. PHLPOST's OBLIGATIONS:

1. Conduct widest information campaign of the Nationwide Letter Writing Project and the UPU International Letter Writing Competition;
2. Conduct a yearly POSTAL AWARENESS PROGRAM "SULAT MULAT" for elementary and secondary students of public and private schools nationwide;
3. Hold a yearly Nationwide Letter Writing Project "SALAMAT PO", National Letter Writing Day, UPU International Letter Writing Competition, Organization of Stamp Clubs and General Assembly Meeting of stamp club members;
4. Shoulder the expenses to be incurred in the implementation of the abovementioned activities;
5. Coordinate with DepEd on any and all activities to be conducted in schools and with corresponding approval from School Principal/Heads/Administrators;
6. Coordinate closely with designated DepEd and KWF Coordinators any matters/issues concerning the effective implementation of the;
7. Distribute letters to school heads requesting support by encouraging students to join the activities;
8. Print and distribute flyers and promotional materials related to this Program, post tarpaulins in selected schools, and conduct school visit /caravan, with prior approval from school Heads/Administrators;
9. Ensure safety of the students and teachers who will be invited to attend events related to the activities held outside school premises;
10. Secure prior approval from DepEd and KWF for the use of logo for promotional and advertisement purposes;
11. Design a module for Letter Writing and Stamp Collecting for inclusion in the curriculum of K-12, subject to review and approval of DepEd;

SIGNED IN THE PRESENCE OF:

Cnjg

[Signature]

(DEPED)

(KWF)

[Signature] *[Signature]*

CESAR N. SARINO
(PHLPOST)

ACKNOWLEDGMENT

Republic of the Philippines)
MANILA CITY) S.S.

BEFORE ME, this 01 APR 2014 day of _____ 2014 in the City of MANILA CITY, personally appeared:

- | | ID # | DATE/PLACE ISSUED |
|---|-------------------|----------------------------------|
| 1. Ma. Josefina M. Dela Cruz,
representing Philippine Postal Corporation as Postmaster General & CEO | <u>EB4891220</u> | <u>01 / MAR / 12 / DPA</u> |
| 2. Br. Armin A. Luistro FSC
representing Department of Education as Secretary | <u>DP-0007131</u> | <u>SEPT - 2, 2010 - DPA MLA.</u> |
| 3. Virgilio S. Almario,
representing the Komisyon sa Wikang Filipino as Administrator | <u>KWF-013-01</u> | <u>01 / JAN / 13 / MLA</u> |

All known to me to be the same persons who executed the foregoing instrument for and in behalf of the aforementioned entities, and that they respectively acknowledged to be that the same is the act and deed of the Philippine Postal Corporation, the Department of Education and the Komisyon Sa Wikang Filipino, respectively, and that the above-named persons are duly authorized to sign the same.

IN WITNESS WHEREOF, I hereunto affix my signature and seal on the date and place first above mentioned.

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Book No.: 4
Series of 2014

[Signature]
MA. MARGARITA S. RODRIGUEZ-BASCO
Notary Public until December 31, 2015
Notary No. 40102
NOTARY PUBLIC
PTR No. 916935 / 01-17-14
IBP No. 956303 / 01-17-14
MCLE Compliance No. IV-0019850