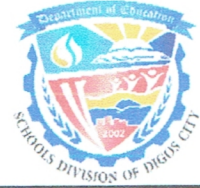




Republic of the Philippines
Department of Education
Region XI
SCHOOLS DIVISION OF DIGOS CITY
Digos City



DIVISION MEMORANDUM
No. 795, s.2018

September 5, 2018

"SALAMAT PO" LETTER WRITING ADVOCACY PROGRAM

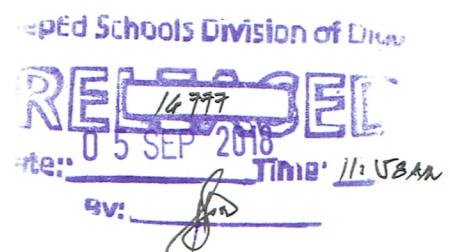
To: Public Schools District Supervisors
Public Elementary School Heads
Public Junior/SHS School Heads
Private Elementary/Junior/Senior High School Heads

1. This is in reference to the Regional Memorandum dated September 3, 2018 signed by Atty. Alberto T. Escobarte, CESO III, Regional Director and memorandum OU-LAPSS No. 412, s. 2018 signed by Usec. Tonisito M.C. Umali, Esq., Undersecretary for Legislative affairs, External Partnerships and School Sports, re: "Salamat Po Letter Writing Advocacy Program" in partnership with Philippine Postal Corporation (PhilPost) in celebration of the National Teachers' Day and World Teachers' Day.
2. It is encouraged that elementary and high school students both from public and private schools participate in the activity.
3. Enclosed in this Memorandum are the projects and their respective guidelines and mechanics for reference.
4. Immediate and wide dissemination of this Memorandum is desired.

WINNIE E. BATON, EdD
Officer-In-Charge
Office of the Schools Division Superintendent

For and in the absence of the OIC-SDS:

Sollie B. Oliver 9/5/18
SOLLIE B. OLIVER, LLB, MATE
Chief ES SGOD
Officer-In-Charge



ronald dedace: Salamat Po Letter Writing Advocacy Program

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By: [Signature]



Republika ng Pilipinas
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Rehiyon XI
Lungsod ng Davao



Tel Nos. (082) 227-9342/(082) 227-1102 Fax No. (082) 227-1102

Website : <http://www.region11.deped.gov.ph>

MEMORANDUM

To: Schools Division Superintendents
OIC-SDS/ASDS/OIC-ASDS

Subject: **"SALAMAT PO" LETTER WRITING ADVOCACY PROGRAM**

Date: September 3, 2018

Herewith is the Memorandum from **Usec. Tonisito M.C. Umali, Esq.**, Undersecretary for Legislative Affairs, External Partnerships and School Sports, DepEd Central Office, Meralco Avenue, Pasig City entitled **"Salamat Po Letter Writing Advocacy Program"** in partnership with Philippine Postal Corporation (PHILPost) in celebration of the National Teachers' Day and World Teachers' Day.

It is encouraged that elementary and high school students both from public and private schools shall participate in the said raffle promo.

Enclosed in this Memorandum are the different projects and their respective guidelines and mechanics integrated in the said program for reference.

Immediate and wide dissemination of this Memorandum is desired.

[Signature]

ATTY. ALBERTO T. ESCOBARTE, CESO III
Regional Director

essd/hua

DEPARTMENT OF EDUCATION ROXI
RECORDS SECTION
RELEASED

By: 451609-5204

Date: 9/4/18 Time: 7:43 AM



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
DepED Complex, Meralco Ave., Pasig City

Tanggapan ng Pangalawang Kalihim
Office of the Undersecretary
Legislative Affairs, External Partnerships
and School Sports

Special Events Unit

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MEMORANDUM

OU-LAPSS No. 412, s.2018

FOR : **REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
PUBLIC AND PRIVATE ELEMENTARY AND
SECONDARY SCHOOLS HEADS
ALL OTHERS CONCERNED**

FROM : **TONISITO M.C. UMALI, Esq.**
Undersecretary

SUBJECT : **"SALAMAT PO" LETTER WRITING ADVOCACY
PROGRAM**

DATE : August 16, 2018

The Department of Education (DepEd) shall commemorate this year's National Teachers' Day and World Teachers' Day Celebrations on **October 05, 2018** at **Ormoc City Astrodome, Larrazabal Boulevard, San Pedro St., Ormoc City**. The abovementioned event will be primarily participated by DepEd Regions VI, VII and VIII together with teacher-participants from other regions, and representatives from Commission on Higher Education (CHED) and Technical Education and Skills Development Authority (TESDA). The theme of the celebration will be: *Gurong Pilipino: Turo Mo, Kinabukasan Ko*.

Relative to the above mentioned celebration, the Philippine Postal Corporation (PHLPost), in partnership with DepEd, will launch the 6th year of the "Salamat Po" Letter Writing Raffle Promo Project for Elementary and High School students. For this year's implementation, PHLPost integrated and institutionalized the various letter writing initiatives under one program called "Salamat Po" Letter Writing Advocacy Program. The objectives of the said program are as follows:

- 1) Rekindle the passion for letter writing despite the existence of modern means of communication and information technology;
- 2) Promote and increase awareness of the Postal Mail Services to the youth;
- 3) Instill the virtue of gratitude among the Filipino youth through the "Salamat Po, Teacher!" Letter Writing Raffle Promo, wherein they can write thank you letters to their hardworking and dedicated teachers;

- 4) Extend appreciation to teachers for the important role they play in the lives of students and in society through the "Salamat Po, Teacher" Letter Writing Competition and "Raffle Promo for Teachers"; and
- 5) Improve literacy and writing skills of the students through the art of letter writing by holding the UPU International Letter Writing Competition wherein qualifiers to this Competition will come from the entries of the "Salamat Po, Teacher" Letter Writing Competition.

The Program is open to all elementary and high school students nationwide.

Enclosed in this Memorandum are the different projects and their respective guidelines and mechanics integrated in the said program for your reference.

For more information, you may contact Ms. Bea Gervacio of PHLPPost at telephone numbers 524-8771 or 527-9605.

Thank you very much.

PROJECT PROPOSAL	:	PHLPOST "SALAMAT PO" LETTER WRITING ADVOCACY PROGRAM
COVERAGE	:	NATIONWIDE
TARGET PARTICIPANTS	:	Grades 1 to 6 Grades 7 to 10 (Junior High School) Grades 11 to 12 (Senior High School)
GENDER	:	MALE AND FEMALE
SCHOOL SECTOR	:	PUBLIC AND PRIVATE
DURATION	:	AUGUST 2018 – APRIL 2019

PROJECT DESCRIPTION

BACKGROUND

In line with the company's objectives and advocacy, the various letter-writing activities shall be integrated and institutionalized under one (1) advocacy program, branded as "**SALAMAT PO" LETTER WRITING ADVOCACY PROGRAM**" with the following objectives, to wit:

OBJECTIVES

- To rekindle the passion for letter writing despite the existence of modern means of communication and information technology.
- To promote and increase awareness of the Postal Mail Services to the youth.
- To instill the virtue of gratitude among the Filipino youth through the "Salamat Po, Teacher!" Letter Writing Raffle Promo, wherein they can write thank you letters to their hardworking and dedicated teachers.
- To extend appreciation to Teachers for the important role they play in the lives of students and in society through the "Salamat Po, Teacher" Letter Writing Competition and "Raffle Promo for Teachers"
- To improve literacy and writing skills of the students through the art of letter writing by holding the UPU International Letter Writing Competition wherein qualifiers to this Competition will come from the entries of the "Salamat Po, Teacher" Letter Writing Competition.

The Projects under the ADVOCACY PROGRAM are as follows:

1. **SALAMAT PO, TEACHER! LETTER WRITING RAFFLE PROMO**

The raffle promo shall be identified as Phase 1 of the program wherein students are encouraged to write *Thank You* letters to their teachers using Filipino/Mother Tongue or English Language following the proper format of writing a letter (place and date, addressee's address, opening and closing body salutation and signature.) The letter will be sent via the post office with postage fee of P12.00 for delivery anywhere in the Philippines. For every letter sent, the students are entitled to one (1) raffle ticket wherein they have the chance to win cash prizes during the Grand Raffle Draw.

Duration of the Raffle Promo is from August 2018 to March 2019.

2. SALAMAT PO, TEACHER! LETTER WRITING COMPETITION

Entries collected during the *Salamat po, Teacher!* Letter Writing Raffle Promo shall be used to draw participants for the regional and national on-the-spot letter writing competition to qualify for the UPU International Letter Writing Competition for Young People.

Ten (10) entries per Postal Area Office shall be drawn on a specified date where drawn entries will compete in the regional on-the-spot letter writing competition with the NTM's four (4) A's of Gratitude (Appreciation, Admiration, Approval, and Attention) as theme. Three (3) winners per Postal Area Office from the regional competition shall qualify for the national on-the-spot letter writing competition in preparation for the UPU International Letter Writing Competition for Young People.

A selection committee shall be formed, in coordination with DepEd and literary organizations and artists, to select the top three (3) best compositions to qualify for the UPU International Letter Writing Competition. Selection of the best compositions shall be based on the UPU Letter writing criteria, as shown below;

Structure as a Letter	25%
Adherence to theme	30%
Creativity	25%
Use of Language	20%
Total	100%

Tentative regional on-the-spot letter writing competition shall be on January 2019

3. UNIVERSAL POSTAL UNION (UPU) INTERNATIONAL LETTER WRITING COMPETITION FOR YOUNG PEOPLE

This is an annual project of the Universal Postal Union (UPU) being held in Berne, Switzerland wherein each member postal administration is encouraged to send the best letter composition that will represent its country.

Twenty-seven (27) winners from the regional on-the-spot letter writing competition shall compete in the national on-the-spot letter writing using the UPU's 2019 International Letter Writing Competition theme. Participants will be notified of the theme, requirements, and other information regarding the competition.

BLD shall create a Selection Committee for the national on-the-spot letter writing competition, to include DepEd and prominent literary artists and experts, to handle the selection of the Top 3 winners.

Announcement of the top three (3) best compositions shall be on the same day as the *Salamat po, Teacher!* Grand Raffle Draw to be held on March 2019.

The Criteria for judging used in the UPU International Letter Writing Competition shall be adopted in the selection of winners for the national on-the-spot Letter Writing Competition.

Detailed Mechanics of the "SALAMAT PO" Projects are hereto attached, for reference.

4. SALAMAT PO, TEACHER! SPECIAL TEACHER'S DAY RAFFLE PROMO

In support and celebration of the National Teacher's Month, a Special *Salamat Po, Teacher!* Teacher's Day Raffle Promo shall be conducted on 05 October 2018 to be held in Ormoc, Leyte to acknowledge and express gratitude for the dedication and hardwork of the Teachers.

Ten (10) participating teachers on the said event will have the chance to win presentation frames of the National Teacher's Month 2018 stamps.

PROJECT : "SALAMAT PO, TEACHER" LETTER WRITING RAFFLE PROMO

Date : August 2018 – March 2019

MECHANICS

1. Students from Grades 1 to 6, Grades 7 to 10 (junior High School), and Grades 11 to 12 (Senior High School) are encouraged to write "thank you" letters to their teachers and send it via the post office.
2. The letters to be sent must be in a proper format of writing a letter. (Place, date, addressee's address, opening and closing salutation and signature) using Filipino or English language.
3. The letter must be sealed in an envelope where the complete details of the sender and addressee is clearly written and visible (complete name, contact number, school address of the student, and address of the teacher).
4. For every "Salamat Po, Teacher" entry sent via the postal service, the students shall be entitled to one (1) Raffle Ticket, upon payment of the corresponding special postage rate of P12.00 for delivery anywhere in the Philippines.
5. Thank you letters and cards to be sent outside the Philippines shall be charged with published rates but entitled to 2 raffle tickets.
6. Raffle stub shall be properly filled out, **duly signed by the mailer/ student and his/her contact number and name of the school** shall be clearly written on the Raffle stub.
7. The Postmaster shall check if all information is filled out.
8. The Raffle Stub shall be dropped at the designated drop boxes located at all Post Offices, Post Offices located in Robinsons, SM and other malls with Postal Counters.
9. In areas where post offices are not accessible to students, PHLPost shall schedule the pick-up of all mails upon request of the school heads and shall see to it that postage fees are paid and raffle tickets are duly issued.
10. Other individuals are also encouraged to send "Thank You" Letters to their former teachers or teachers whom they know via the post office, where they will only pay a special flat rate of P12.00 for delivery anywhere in the Philippines. Envelopes must be labeled "Salamat Po, Teacher", for identification purposes. *Individuals who will send letters other than the specified participants (Grades 1 to 6 and Junior and Senior High School) are not entitled to raffle tickets.
11. For identification purposes, the envelope must be labeled "Salamat Po, Teacher".
12. During the **Grand Raffle Draw** on March 2019 three (3) winners will be drawn for Luzon, one (1) winner for Visayas and one (1) winner for Mindanao. A total of five (5) students and five (5) schools will have a chance to win P10,000.00 each.

PROJECT : "SALAMAT PO, TEACHER" LETTER WRITING COMPETITION

Date : January 2019 – April 2019

MECHANICS

1. Entries collected during the *Salamat po, Teacher!* Raffle Promo shall qualify for the letter writing competition draw to be held 2nd week of January 2019.
2. Ten (10) entries per Postal Area Office shall be drawn on a specified date where drawn entries will compete in the regional on-the-spot letter writing competition with the NTM's four (4) A's of Gratitude (Appreciation, Admiration, Approval, and Attention) will be used as theme.
3. The regional on the spot letter writing competition shall be held 3rd week of January 2019. Postal Area Offices shall notify the winners on the schedule, mechanics, and criteria of the activity.
4. Three (3) winners per Postal Area Office from the regional competition shall qualify for the national on-the-spot letter writing competition in preparation for the UPU International Letter Writing Competition for Young People.
5. The Area Marketing Specialists shall notify the winners in their respective Area Offices on the schedule of the national on the spot letter writing competition. The Mechanics shall likewise be sent accordingly.
6. The national on the spot letter writing competition will be February 2019.
7. A selection committee shall be formed, in coordination with DepEd and literary organizations and artists, to select the top three (3) best compositions to qualify for the UPU International Letter Writing Competition. Selection of the best compositions shall be based on the UPU Letter writing criteria, as shown below;

Structure as a Letter	25%
Adherence to theme	30%
Creativity	25%
Use of Language	20%
Total	100%

8. Selection of winners will be done in PHLPost Central Office wherein three (3) winners will receive certificates, medals and cash prizes as follows:
 - Php 10,000 – 1st place
 - Php 7,000 – 2nd place
 - Php 5,000 – 3rd place
9. Awarding of winners will be done on the same day as the Grand Raffle Draw of the *Salamat po, Teacher!* Promo on March 2018
10. Only the overall **First Placer's** entry shall represent the Philippines in the UPU Letter Writing Competition.

PROJECT : **UNIVERSAL POSTAL UNION (UPU) International Letter Writing Competition for Young People**

Date : **January 2019 – April 2019**

MECHANICS

1. The UPU International Letter Writing Competition for Young People is an annual project being held in Berne, Switzerland with the objective to improve literacy through the art of letter-writing targeted at children and young people.
2. Each member postal administration is encouraged to send the best letter composition that will represent its country with the supporting documents as stated in the "Rules of the International Letter-Writing Competition for Young People", to wit:
 - A. Completed Entry Form
 - B. Original Letter in the following formats:
 - the handwritten original;
 - a good quality scan (if available), in colour, of the handwritten original in PDF format;
 - as a Word document
 - C. A translation of the composition in English and/or French, as a Word document; and
 - D. A good quality photograph of the candidate
 - in JPEG format (300 dpi minimum); or
 - as a print copy (do not staple or glue the photo to any of the documents if sending by post)
3. The competition is open to participants up to the age of 15 years.
4. Entry for the UPU competition shall be from the best composition as determined during the national on the spot letter writing competition. As stated in the rules of the program, compositions must be in the form of a letter and contain the basic elements thereof, such as date, opening and closing salutation, and signature. The original composition may include illustrations from the candidate. Entries must adhere strictly to the theme and not exceed the limit of 1,000 words in the original language.
5. To ensure the impartiality of the jury, no reference of the country of origin shall be present in the composition submitted.
6. Specific details such as theme and deadline of submission will be provided by UPU once the theme for the 2019 Letter Writing Competition has been announced.
7. The following criteria will be used to judge the quality of the letters;

Structure as a letter	25%
Adherence to the theme	30%
Creativity	25%
Use of Language	20%
TOTAL	100%

8. Judges will select the three (3) best winners and may also award special mentions to other compositions.
9. Top winners shall receive a medal, certificates, and other prizes to commemorate their win (to be decided at the sole discretion of the UPU). Special mentions shall also receive certificates and prizes to be determined by the UPU.

National Teachers' Day (NTD)

PROJECT : PHLPOST SPECIAL TEACHER'S DAY RAFFLE PROMO IN
CELEBRATION OF THE NATIONAL TEACHER'S DAY AND
WORLD TEACHER'S DAY

RAFFLE DRAW : 05 OCTOBER 2018

VENUE : ORMOC, LEYTE

MECHANICS

1. In support to the National Teachers' Day (NTD) and World Teachers' Day (WTD) on October 5, 2018, PHLPost will conduct a **SPECIAL TEACHER'S DAY RAFFLE PROMO** to acknowledge and express gratitude for their dedication and hardwork.
2. Teachers attending the National Teacher's Day Celebration in Ormoc, Leyte shall have chances of winning in the raffle promo.
3. On the day of the event, Teacher's day raffle coupon shall be available in the PHLPost Booth, Teachers are encouraged to fill out the coupons and drop them at the designated drop box during the event.
4. Ten (10) teachers will each win a presentation frame of the PHLPost 2018 NTM Stamp during the Teacher's Day program.