



DEPARTMENT OF EDUCATION  
 OFFICE OF THE UNDERSECRETARY  
 FOR REGIONAL OPERATIONS

DepEd Region IV-A  
 DIRECTOR'S OFFICE  
**RECEIVED**  
 OCT 15 2015  
 10/15/15  
 BY: \_\_\_\_\_ Time: \_\_\_\_\_

**MEMORANDUM**

**TO:** ALL REGIONAL DIRECTORS

**SUBJECT:** 2015 NATIONAL LETTER-WRITING PROJECT YEAR 3 FOR  
 ELEMENTARY AND HIGH SCHOOL STUDENTS WITH THE  
 THEME "SALAMAT PO"

**DATE:** 12 October 2015

The 2015 National Letter-Writing Project Year 3 with the theme "Salamat Po" is now in its 3<sup>rd</sup> year of implementation. The project aims to reach a wider cluster of public and private schools to effectively promote and develop young students' skills in composition and bring back the passion for letter-writing despite the presence of modern means of communications, like cellular phones and the social network.

Please be guided with the attached projects' objectives and mechanics, particularly the deadline for the submission of entries and draw dates. For queries, you may contact Mesdames Marilyn G. Junio and Sherry Airah Amer, Office of the APMG for Marketing and Management Support Services, PHLPost Central Office, Manila, at tel. no. (02) 524-8771; Telefax (02) 527-0059 or mobile phone no. 09228116626.

For your immediate attention.

*To: SDS  
 For your appropriate  
 action, please.  
 Thanks - Joel Rivera  
 12 Oct 2015*

*[Signature]*  
**RIZALINO D. RIVERA**  
 Undersecretary

RegOps/Mendoza  
 Fr. PHLPost Salamat Po

DepEd Region IV-A  
 ICT Unit  
**RECEIVED**  
 7072  
 Date: 10-15-15 By: JRP

**2015 NATIONAL LETTER-WRITING PROJECT YEAR 3  
FOR ELEMENTARY AND HIGH SCHOOL STUDENTS**

*THEME: "SALAMAT PO"*

**I. BACKGROUND AND OBJECTIVES**

After two consecutive years of success, "Salamat Po" is now entering to its 3<sup>rd</sup> year implementation. Business Mail and Express Post Division of the Office of the APMG for Marketing & Management Support Services will be monitoring the execution of the 3<sup>rd</sup> year "Salamat Po!" Letter Writing Project.

3<sup>rd</sup> year of the project is aiming to reach wider cluster of public and private schools, to effectively promote and develop young students' skills in composition and bring back the passion for letter-writing despite the presence of modern means of communications, like cellular phones and the social network. This year, post masters will be tasked to work on the schools within their postal areas, for more intensive marketing approach.

The Objectives and Mechanics are as follows:

**OBJECTIVES:**

1. To educate the youth about the essence of appreciation "SALAMAT PO" attitude through Letter Writing
2. To promote positivism among the youth by appreciating the good deeds instead of criticizing each other.
3. To develop the writing skills of the students
4. To uplift the morale of our public servants
5. To foster love, friendship and strong family ties
6. To bring back the passion for letter writing despite the existence of modern means of communications, like cellular phones and the social network.

**II. MECHANICS**

The Mechanics are as follows:

1. This Letter Writing Project is open to all Elementary, High School and college Students from both public and private institutions nationwide.
2. Students shall be encourage 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 handwritten and mailed to addressee via **the post office only** and should specify the Name of the School and Teacher and send it via Ordinary mail service with postage rate of P10.00 (1-2 pages only) for delivery anywhere in the Philippines. Students may also send letters/postcards/aerogramme abroad using Airmail service, published rates applied.

4. For every letter, greeting card, post card, aerogramme sent via postal service, or any of the accredited postal station in participation of Salamat Po! Letter-writing project, the mailer shall be entitled to one (1) Raffle Ticket Upon payment of the corresponding postage fee.
5. If letter to be sent is for outside the country, Published Rates will be applied, but is entitled of 2 Raffle Entries.
6. Raffle stub shall be properly filled up and duly signed by the mailer and the teacher who encourages the mailer to write. Raffle stub 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.
7. The name of teacher, School and its contact number and address should be clearly written in the raffle stub. The Postmaster shall check if all information is filled out.
8. In areas where post offices/postal stations are not accessible to students, PHLPPost and Postal Station Operators 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. Entries shall be properly dropped at designated drop boxes.
9. In celebration of 'National Teachers' Month students are encourage to send "thank you" letters to their teachers from September 2015 to October 2015. College and Pre-school Students are also qualified to join within this period.
10. The schools are also encouraged to conduct letter writing activities during Family Day and any other events where letter writing activities are appropriate. E.g. Letter to 'Ninong and Ninang' on December and Love Letter on Valentine's Day.
11. Students shall be encouraged to write "THANK YOU LETTERS" for their parents, relatives, friends, and teachers or to anyone, using Filipino Language, following the proper format of writing a letter.
12. In areas where post offices are not accessible to students, PHLPPost shall schedule a pick-up of all entries, upon request of the school heads.
13. To recognize the efforts of the school heads/administrators/teachers in promoting letter-writing among their students, the School and teacher of the Grand Draw winner will receive the same amount of P50, 000.00 as the student.
14. The Grand Raffle Draw shall be at the Philpost Central Office on April 2015 during the celebration month of PHLPPOST ANNIVERSARY. The awarding of grand draw shall be on the flag ceremony of the winning School, during the first semester and before the launching of the next year's Salamat Po.
15. One (1) Semi-Grand Draw winner will be drawn from each Area on March 2016. The teacher of the winning student will also receive the cash prize of P10, 000.00 as the student.
16. Other Prizes and Awards shall also be given to lucky winners.
17. The more letters sent the more chances of winning.
18. Deadline for the submission of entries and Draw Dates are as follows:

	Deadline of Entries	Draw Dates	Prizes	No. of Winners
Minor Draw	October 30, 2015	November 6, 2015	P500.00	300
Regional Draw	December 28, 2015	January 15, 2015	P1500.00	200
Semi Grand Draw	February 19, 2016	March 15, 2016	P10,000.00	9
Grand Draw	April 15, 2016	April 29, 2016	P50,000.00	1

19. This Project will be conducted in coordination with DepEd and Komisyon ng Wikang Filipino and in partnership with some private institutions.

20. For more information, please contact:

**PHLPost – Central Office – Manila**

**MARILYN G. JUNIO – Chief, Business Mail and Express Post Division**

**MS. SHERRY AIRAH AMER – Marketing Assistant**

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