



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA

17 October 2023

DIVISION MEMORANDUM

No. **545** s. 2023

**2023 DIVISION SEARCH FOR BEST ADVOCACY
MATERIALS ON PARTNERSHIPS**

To: Assistant Schools Division Superintendents
Chief Education Supervisors
Public Schools District Supervisors
Public Elementary and Secondary School Heads
School/District/Cluster ASP Coordinators & ICT Leaders
All Others Concerned

1. One of the mandates of the Social Mobilization and Networking (SMN) Section under the School Governance and Operations Division (SGOD) is Resourcing where the partnership focal persons are mandated to prepare and implement advocacy campaign activities to increase awareness of stakeholders and gather resource support for basic education. In line with this, the Social Mobilization and Networking (SMN) Section will conduct the **2023 Division Search for Best Advocacy Materials on Partnerships**.
2. The activity aims to:
 - To intensify the advocacy on partnerships and increase awareness of the stakeholders on DepEd projects and programs;
 - To gather resource support for basic education;
 - To address the resource gaps in education; and
 - To create a menu of investments for partnership engagement.
3. The Public Schools District Supervisors (PSDSs) through the District/Cluster ASP Coordinators shall submit one (1) entry per district/cluster. All concerned are advised to strictly adhere to the enclosed *Guidelines* and specified timeline of submission. Late entries will no longer be accepted. The entries from the districts/cluster will be evaluated by the Division Evaluation Committee.

| Activity | Date |
|---|----------------------|
| District/Cluster Search | November 7-8, 2023 |
| Submission of Official Entry to the Division Office | November 9, 2023 |
| Division Level Evaluation of Entries | November 15-16, 2023 |
| Deliberation of Results | November 21, 2023 |
| Announcement of Winners | November 22, 2023 |

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Address: High School Blvd., Brgy. Lourdes, City of San Fernando (P)
Telephone No.: (045) 435-2728; (045) 435-7404
Email Address: pampanga@deped.gov.ph
Website: www.depedpampanga.ph



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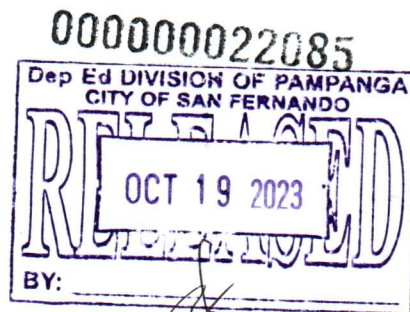
4. The winners of the search shall receive the Cash Incentive & Certificate of Recognition as follows:

| Rank | Cash Incentive (PhP) |
|-----------------------|----------------------|
| Champion | 5000.00 |
| 1 st place | 4000.00 |
| 2 nd place | 3000.00 |
| 3 rd place | 2000.00 |
| 6 Consolation | 1000.00 |

5. For information and other concerns, you may contact SGOD-SMN or Sir Roderico B. Cayanan, SEPS-SMN through email address: roderico.cayanan002@deped.gov.ph.

6. Immediate and wide dissemination of this memorandum is earnestly desired.

ROMEO M. ALIP, PhD, CESO V
Schools Division Superintendent





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Enclosure to Division Memorandum No. _____ s. 2023

GUIDELINES IN THE PREPARATION OF ADVOCACY MATERIALS ON PARTNERSHIPS

1. The advocacy material on partnerships should be a three-fold flyer using A4 size bond paper. Use two or three different fonts to give the flyer design variety. The appropriate size of fonts used should be observed.
2. It should be eye-catching enough to make people stop and take interest in reading it. Colored entries are preferred but stick to colors that complement each other and work well.
3. The flyer should be Informative; people should know at a quick glance what the flyer is promoting. But include only the most necessary points.
4. Avoid poor spelling, grammar, and information.
5. Pictures/icons relevant to partnership engagement should be added to encourage people to take closer look.
6. SDO shall disqualify the entries found to have been copied from existing materials/flyers.
7. The flyer should have a positive impact to external stakeholders for partnership engagement.
8. The material must be an excellent instrument to be used to present the school's menu of investment (needs).
9. The District & Cluster entries must be submitted together with the accomplished nomination form (attached).

THE CRITERIA FOR JUDGING:

| | | |
|----|-------------------------|-------------|
| A. | Content | 30% |
| B. | Layout and Illustration | 25% |
| C. | Creativity | 25% |
| D. | Originality | 20% |
| | Total | 100% |



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Nomination Form:

**2023 DIVISION SEARCH FOR BEST ADVOCACY
MATERIALS ON PARTNERSHIPS**

District/Cluster: _____

| Name of Contestant/s (maximum of two) | School & Address | Contact Number |
|--|------------------|----------------|
| | | |

Prepared by:

District/Cluster ASP Coordinator

Noted by:

School Head

Approved by:

Public Schools District Supervisor