

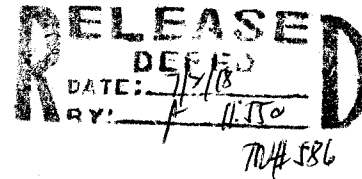


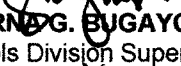
Republic of the Philippines  
**DEPARTMENT OF EDUCATION**  
Region I  
**SCHOOLS DIVISION OFFICE**  
DAGUPAN CITY



Division Memorandum No. 278 s. 2018

**To:** Assistant Schools Division Superintendent  
Chief, Curriculum and Implementation Division (CID)  
Public School District Supervisors  
School Heads, Public Elementary and Secondary Schools  
Teachers, Public Elementary and Secondary Schools  
All Others Concerned



**From:**  **DR. LORNA G. BUGAYONG, CESO VI**  
Schools Division Superintendent

**Subject:** **BOOK DRIVE**

**Date:** June 28, 2018

1. Studies reveal that one of the predictors of academic success is the presence of books in the school and in the home. Unfortunately, many of our learners do not own a single book.

2. To give our learners the gift of learning thru books and ensure that the reading advocacy campaign dubbed, "What book is in your bag?" is successful, this office strongly advises all public elementary and secondary school heads to conduct series of Book Drives starting this July.

*Steps to Lead a Book Drive*

*STEP 1: Collaborate with parents and if possible with barangay officials. Inform them of your plan to conduct a book drive.*

*STEP 2: Determine dates and a goal for the book drive.*

*It is helpful to set a goal for the number of books to be collected, as this inspires many donors and helps you gauge success.*

*STEP 3: Promote the book drive to your network.*

*Successful efforts usually include multiple messages through email, face book and website postings, fliers, etc. Messaging should include information about the need for new and gently used books, guidelines for donations, and details about when and where to drop off donations.*

*STEP 4: Provide "donation bins" at selected drop-off locations and collect books.*

*Bins should be placed where they are most visible and should be strong enough to hold large numbers of books.*

*STEP 5: Make and celebrate your donation.*

*Don't forget to celebrate and promote your success by sharing results with your donors and stakeholders.*

3. Documentation of the activity shall be submitted to EPS – English Agnes P. Bacugan. Please course/ to the EPS in charge other related queries or concerns.

4. Immediate compliance to this Memorandum is desired.