REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE
Quezon City

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June 10, 2021

REVENUE MEMORANDUM ORDER NO. 20-2021

SUBJECT: **Amending RMO No. 31-2020 Relative to the Giving of Points for RDOs' Accomplishments on the Taxpayer Awareness Program**

TO: All Revenue District Officers, Regional Directors and Other Concerned Revenue Officials and Employees

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I. BACKGROUND

Revenue Memorandum Order (RMO) No. 24-2020 was issued on July 22, 2020 to prescribe the guidelines in the reporting of accomplishments and evaluation of performance of Revenue District Offices (RDOs) relative to their implementation of information dissemination activities under the Taxpayer Awareness Program (TAP).

The said RMO was amended on September 25, 2020 with the issuance of RMO No. 31-2020 by making the frequency of reporting of accomplishments under the TAP by the RDOs and the Revenue Regions on a semestral and annual basis.

The guidelines in the giving of Points per tax information dissemination activity conducted by the RDOs were likewise reiterated in RMO No. 31-2020. With the increasing use of various social media channels and online platforms by the RDOs in the dissemination of tax information to their taxpayers and other stakeholders, there is a need to make adjustments in the guidelines in the giving of Points for some of the tax information dissemination activities conducted by the district offices.

II. OBJECTIVES

This Order is being issued to prescribe the amended guidelines in the giving of Points to the RDOs on their conduct of tax information dissemination activities under the TAP as well as reiterate the reminders being given to the Client Support Section (CSS) Chiefs and Client Support Unit (CSU) Heads relative to the preparation and review of the semestral/annual TAP Accomplishment Reports.

III. GUIDELINES

1. In the reporting of accomplishments on the TAP, the giving of Points per tax information dissemination activity shall be amended as follows for the three (3) activities specified hereunder.

ACTIVITY	POINT	REQUIRED DOCUMENTATION
Posting of tax information materials in social media (Facebook, YouTube, etc.) - ***Only posted tax information materials PREPARED BY THE RDO are qualified to be given Points under this activity****, as specified in Column 2* - *Tax information materials posted in social media that were given corresponding Points under "Distribution of tax information materials (either thru manual distribution or e-mail)" and "Press Releases"* ***shall no longer be given Points under this activity*** - *Social media (socmed) cards containing Announcements promoting special events in the RDOs are not qualified to be given Points (since special events are given Points separately)* - *Tax information materials prepared by the BIR National Office can still be posted in the RDO's social media accounts but shall not be given Points under this activity*	**5 Points** – per Instructional Video **4 Points** – per Audio-Visual Presentation (AVP) **3 Points** – per flyer or powerpoint presentation on tax compliance requirements/other tax-related matters **2 Points** – other tax info. materials, such as socmed cards showing reminders on tax deadlines, new BIR Programs, new compliance requirements, etc.	• Screenshots of tax information materials posted in social media • Copy of information materials posted *(for presentation to CSU Head)*
Conduct of Tax Quiz and other special events to promote tax awareness	**7 Points** - per conduct of traditional (face-to-face) Tax Quiz and other special events with at least 12 participants	• Attendance Sheet • Pictures of event • Publication in BIR Weekender Briefs

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ACTIVITY	POINT	REQUIRED DOCUMENTATION
	5 Points - per conduct of online/virtual Tax Quiz and other special events with at least 12 participants	
Implementation of new/innovative idea on tax information dissemination/delivery of taxpayer service - *AVPs and instructional videos prepared are no longer considered as new/innovative ideas* - *Qualified new/innovative ideas can be given 10 points **only on the semester it was first implemented***	10 Points	• Description of new/innovative idea on tax information dissemination/delivery of taxpayer service and report on when it was implemented and its impact (results) in the district operation • Pictures of event • Publication in BIR Weekender Briefs

2. The guidelines in the giving of Points for the following tax information dissemination activities shall remain the same, with some clarifications indicated.

ACTIVITY	POINT	REQUIRED DOCUMENTATION
Conduct of tax seminars/ briefings/webinars	3 Points (if below 100 attendees) 5 Points (if 100 or more attendees)	• Attendance Sheet • Pictures of event • Publication in BIR Weekender Briefs (optional)
Meetings/dialogues with LGU officials and other private sector groups (except zonal valuation meetings, assessment/collection matter-meetings and non-tax related meetings)	1 Point	• Pictures of event • Publication in BIR Weekender Briefs (optional)
Briefing for New Taxpayer Registrants	1 Point	• Attendance Sheet • Pictures of event • Publication in BIR Weekender Briefs (optional)

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ACTIVITY	POINT	REQUIRED DOCUMENTATION
TV/radio guesting/interview	3 Points (per actual guesting/ interview)	• Pictures of event • Publication in BIR Weekender Briefs (optional)
Sending of speakers on BIR/tax-related matters to other government/private sector-initiated events	2 Points	• Pictures of event • Publication in BIR Weekender Briefs (optional)
Distribution of tax information materials (either thru manual distribution or e-mail) - ***BIR Forms are not considered as tax information materials*** *since they are "tax compliance" materials. Thus, they are* ***not qualified to be given Points*** *under this activity.*	3 Points (per type of tax information material distributed)	• Report on Number of Tax Information Materials Distributed *(use format in Annex A)* • Picture (or sample) of information material/s distributed • Pictures of event
Press Release - *Press Release should be prepared by the RDO*	2 Points (per type of Press Release published in newspaper)	• Copy of Press Release • Picture of news article clipping
Radio/TV announcements - *Script of announcement should be prepared by the RDO*	2 Points (per content and not per announcement)	• Copy of Announcement • Certification from radio/TV stations
Display of streamers on BIR/tax-related matters (including LED billboards)	2 Points (per type of streamer)	• Picture of streamer(s) on display
Motorcade/Recoreda	2 Points	• Picture of event • Publication in BIR Weekender Briefs (optional)

3. In relation to the preparation of the semestral/annual TAP Accomplishment Reports, the CSS Chiefs and CSU Heads should pay attention to the following:

   a. Presentation of Accomplishments

   ➢ The RDOs should report their information dissemination activities **PER TYPE OF ACTIVITY**, as presented in the attached Sample Reports provided. This will make

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review and validation of Points easier on the part of the CSU Heads and the Reviewers from the Internal Communications Division.

b. ***Content of the Accomplishment Report***

- RDOs should indicate in their TAP Accomplishment Report (Annex B1) the **necessary details** that would determine if Points given are correct, such as the no. of attendees in seminars, name of information materials distributed/e-mailed, type of streamers displayed, name/type of information materials posted in FB, etc.

c. ***Accuracy of Information Reported***

- The CSU Heads should thoroughly review the TAP Accomplishment Reports and documentations submitted by the RDOs to ensure their strict compliance to the guidelines/reiterations specified in RMO No. 31-2020, especially on the giving of Points (as amended in III.1 of this Order) and determination of qualified tax information dissemination activities. The accuracy of all information reported in the TAP Accomplishment Reports that will be submitted to the Client Support Service (thru the Internal Communications Division) will be certified by the Regional Director, after validation by the CSU Head.

4. The provisions reiterated in Section III of RMO No. 31-2020, with the exception of the amended portions in Section III.3 thereof (pertaining to posting of tax information materials in social media; conduct of Tax Quiz and other special events; and implementation of new/innovative idea on tax information dissemination/delivery of taxpayer service) still remain the same and shall be strictly observed in the preparation and submission of the TAP Accomplishment Reports.

5. The **Summary of Reports** to be prepared for the TAP is reiterated below.

Report	Submitted By	Submitted To	Due Date
Report on Number of Information Materials Distributed, if applicable (Annex A)	Revenue District Officers	Regional Director	On or before July 10 / January 10 *(part of Accomplishment Report – Annex B1)*
TAP Accomplishment Report (Annex B1), *including documentations*	Revenue District Officers	Regional Director	On or before July 10 / January 10
Consolidated TAP Accomplishment Report (Annex B2), including Annex B1 of RDOs - *Prepared by CSU Head*	Regional Director	ACIR, Client Support Service (thru Chief, Internal Communications Division)	On or before July 20 / January 20
Evaluation Report on TAP (Annex C1 and Annex C2)	ACIR, Client Support Service	ACIR, Planning & Management Service	Semestral Report: On or before August 25

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Report	Submitted By	Submitted To	Due Date
- *Prepared by Internal Communications Division*			Annual Report: On or before February 25 of the following year

6. The semestral and annual Accomplishment Reports/Consolidated Accomplishment Reports on the Taxpayer Awareness Program (TAP) specified in RMO No. 5-2020, as superseded by RMO No. 18-2021, are no longer required to be prepared/submitted by the RDOs and the Regional Directors. The semestral/annual TAP Accomplishment Reports/Consolidated Accomplishment Reports specified in this Order are already sufficient for monitoring and evaluation purposes.

IV. REPEALING CLAUSE

This Order revises the provisions in RMO Nos. 24-2020 and 31-2020 and provisions in other revenue issuances inconsistent herewith.

V. EFFECTIVITY

This Order takes effect immediately.

CAESAR R. DULAY
Commissioner of Internal Revenue

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