The background of the slide features a repeating pattern of light blue, wavy, brushstroke-like shapes against a darker blue background. The waves are horizontal and create a textured, water-like effect.

Letter Writing in the time of COVID-19

Why write letters?

- It's important to write things down – these are our “receipts” and records for what's going on.
- It's a practice of accountability – for our addressee and ourselves (as consumers, citizens).
- Everyone is overwhelmed for different and may forget to attend to certain concerns.

Kinds of letters/messages you can send

- Inquiring or clarifying about a rule/provision
- Suggesting a different way of doing things and why
- Asking for support
- Checking in on friends/family
- Giving credit where credit is due

1. Find the facts.

There's a lot of inaccurate news and rumors. For example, you heard from someone that your friend's relative died of COVID. You text that person and say condolence pero buhay pa pala.

2. Connect with the right person.

Who is the best person to address your concern? Search online or ask your network. What is the best way to reach that person right now? (social media, mobile, email)

3. Be constructive.

Present other possibilities based on your experience. If you want people to act, they won't make time for noise.

4. Be respectful.

Generally, you will accomplish more by being kind (but firm) than being mean/aggressive. ALWAYS be respectful.

5. Express gratitude.

Everyone needs validation and assurance.

6. Proofread. (Or ask someone to proofread.)

We don't always choose the right words we're emotional, and this can cause misunderstanding.

Other lessons learned:

Letters may not be the only reason for a success, but it surely contributes.

If you write a letter, there's a 50-50 chance you'll get a reply. If you don't, there's a 100% chance you won't make a difference.

Important questions to ask yourself

- Who do you want to write? Why that specific person?
- What problem would you like to address?
- Why does this mean something to you?
- What do you want to say?
- What solutions do think would work?

SAMPLE

Name

Position

Affiliation

Introduce yourself and why this matters to you

Raise your concern and issues and cite where you saw/heard them

Propose solutions, cite other sources (case studies, examples, provisions in the law)

Say thanks and extend a hand (but be realistic about what you can propose)

Your name

Position, Affiliation

Best way to contact you



Christopher Ng Dear Rustan's Supermarket,

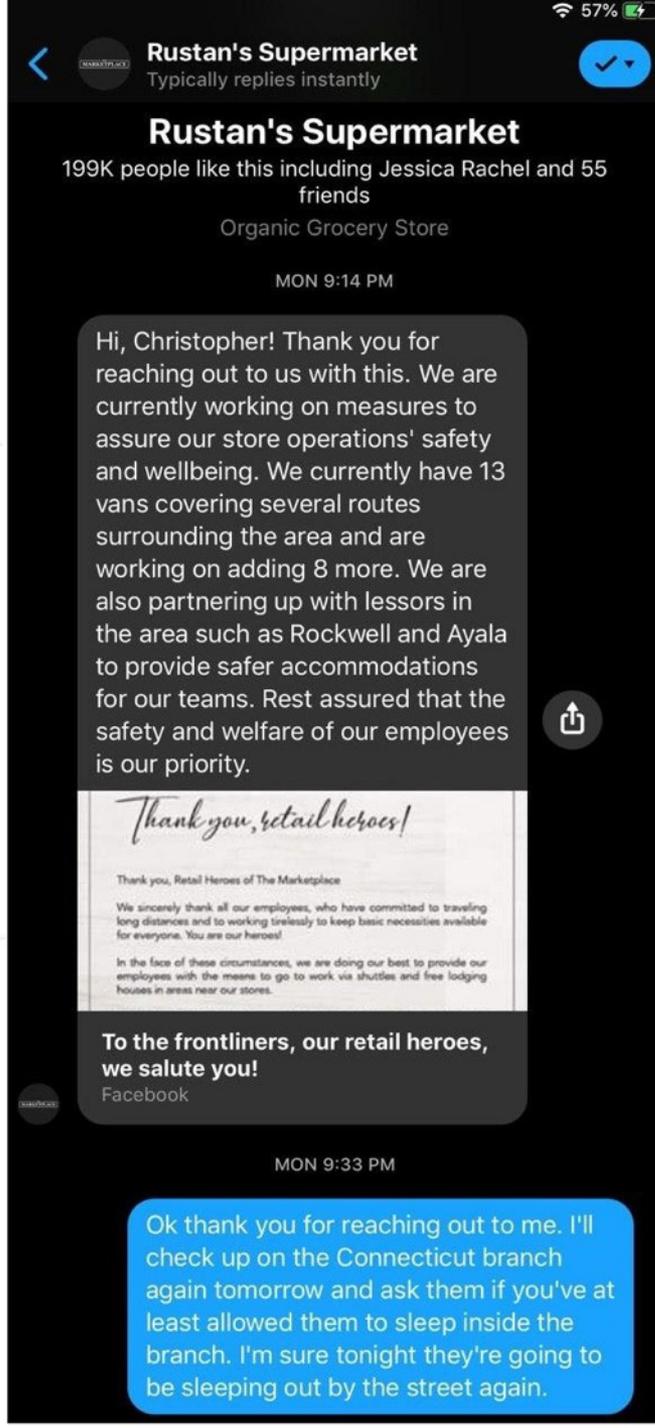
I'm glad you're trying to do the right thing by your employees, I really am. In light of this, I really need you to look into what you're doing to your employees at the Connecticut branch in Greenhills, San Juan. The conditions for them are appalling. There is no shuttle for the staff to go home, the only thing offered to them is a shuttle from Shangrila in Shaw cor EDSA, to Connecticut, San Juan. How the heck they're suppose to get from Shang from Rizal, Antipolo, Cavite, God knows some of them are walking 1, 2 hours just to get to work. You say you're also trying to provide them with lodging well the staff here have no lodging, in fact, because they can't walk home, they're sleeping at the store. What makes it worse is that your store policy DOESN'T ALLOW, for them to sleep inside, they're SLEEPING OUTSIDE!

I think this is ridiculous, don't you? They're sleeping by the stairs, in front of the store, beside the curb, outside. So many things could happen. What if it rains? What if someone tries to harm them? I understand there is store policy that doesn't allow for employees to sleep inside unless and officer is present but I think you need to relax your rules a little. These are extenuating circumstances. And your employees are the backbone of your business. They are what make you successful. The only reason I continue to shop at Rustan's Supermarket is because of the supervisors, the cashiers, the butchers, the shelf stackers, who I all know by name but won't name them for fear they receive some sort of disciplinary action. If you're not going to provide them with reasonable transportation, or accommodation nearby, the least you could do is allow them to sleep inside the store. You need to trust your employees right now because they are sacrificing their health and their lives to allow you to continue to operate, and allow us Filipinos to continue to buy and obtain basic goods. They deserve that much.

You call them "retail heroes" so let me ask you, are you really okay letting our heroes sleep outside on the streets? I'm hoping for some prompt action on this. I'll check up on them again tomorrow and the day after, and the day after that until you do something and I'll keep writing here, and keep sending you emails. A lot of us are really thankful to your staff for coming to work just so that we privileged people can shop for groceries. Please do the right thing by them.

Regards,
a very loyal customer

Like · Reply · 1d



Rustan's Supermarket

Typically replies instantly

Rustan's Supermarket

199K people like this including Jessica Rachel and 55 friends

Organic Grocery Store

MON 9:14 PM

Hi, Christopher! Thank you for reaching out to us with this. We are currently working on measures to assure our store operations' safety and wellbeing. We currently have 13 vans covering several routes surrounding the area and are working on adding 8 more. We are also partnering up with lessors in the area such as Rockwell and Ayala to provide safer accommodations for our teams. Rest assured that the safety and welfare of our employees is our priority.

Thank you, retail heroes!

Thank you, Retail Heroes of The Marketplace

We sincerely thank all our employees, who have committed to traveling long distances and to working tirelessly to keep basic necessities available for everyone. You are our heroes!

In the face of these circumstances, we are doing our best to provide our employees with the means to go to work via shuttles and free lodging houses in areas near our stores.

To the frontliners, our retail heroes, we salute you!

Facebook

MON 9:33 PM

Ok thank you for reaching out to me. I'll check up on the Connecticut branch again tomorrow and ask them if you've at least allowed them to sleep inside the branch. I'm sure tonight they're going to be sleeping out by the street again.

An Appeal for Mercury Drug to provide transportation to your employees

By Chris Ng

Dear Mercury Drug Corporation,

I see that a lot of people have already voiced out their concern regarding the situation with your employees on Facebook already and I want to add my own voice as another concerned citizen. I've been shopping in Mercury for well over 20 years, practically all my life since I was able to earn my own money and buy medicine so I'm a very loyal customer. This is why it's heartbreaking for me to hear from my local Mercury Drug Store employees that they are walking 1-2, sometimes 3 hours just to get to work! Then they have to walk that far again at night, before the curfew hits! I think this is unacceptable, don't you? They are also front liners, and while I recognize it is the government's job to provide transportation to the public, I think you also have a moral obligation to your employees, for their health and welfare, even during this time of crisis, ESPECIALLY during this time of crisis, to make sure they can get to work safely and can get home safely as well. You're a big corporation. You earn a lot of money. Now you must sacrifice your profits for a short period of time for your people, as they are the backbone of Mercury Drug. Your employees are what make you so successful. So please, I appeal to you to find a way to organize some sort of shuttle service to different areas for them so that they can get to work safely. Wala namang traffic ngayon given the quarantine so time will not be in issue, just getting the permit, hiring the vans, which I'm sure you have people more than capable enough of doing.

Ang rami na po naming nagsalita sa FB post about the current store hours you announced yesterday, we spoke regarding the situation with your employees pero wala po kayong reply kaya paulit ulit po ako, at kaming lahat na aapela sa inyo na gawin ang tama at gumawa ng shuttle service para sa mga empleyado niyo, who we are all so thankful to, for sacrificing and coming to work and leaving their house kahit quarantine, para makuha pa rin namin ang gamot namin.

Salamat,
Isang loyal customer