



Bringing In Revenues
for Nation-Building

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



January 16, 2026

REVENUE MEMORANDUM CIRCULAR No. 009-2026

SUBJECT : Observance of the Month of February as “Tax Awareness Month”
Per Proclamation No. 486 S. 2024

TO : All Revenue Officials, Employees and Heads of National Government
Agencies, Local Government Units, Government-Owned and
Controlled Corporations, Government Financial Institutions, State
Colleges and Universities, and Others Concerned

I. Background

The Bureau of Internal Revenue (BIR), being the premier revenue-generating agency of the country, needs all the support it can get from various sectors of society in disseminating information on the various requirements of taxation, particularly relative to taxpayer registration, filing of applicable tax returns, and payment of the correct taxes.

To enhance the taxpayers’ awareness and understanding of the tax laws, regulations, and the importance of tax compliance to improve the nation’s tax collection, President Ferdinand R. Marcos Jr. has declared the month of **February of every year as “Tax Awareness Month”** through the issuance of **Proclamation No. 486, S. 2024** on March 1, 2024.

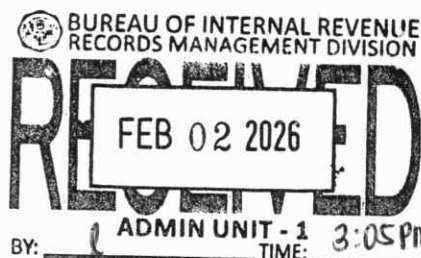
The BIR’s theme for its year-round tax campaign is **“Mahusay na Serbisyo, Katumbas ng Buwis Mo”**, which highlights the BIR’s commitment to deliver excellent service to taxpayers with integrity and professionalism in order to collect the correct taxes for nation-building.

II. Objectives

This Circular is issued to:

1. Enjoin all agencies of the government, local government units, academic institutions, state universities and colleges, non-government organizations, multi-sectoral partners and the private sector at the national and local levels (*collectively called **BIR External Partners***) to actively participate and support the activities that shall be undertaken by

BIR National Office Bldg., Senator Miriam Defensor-Santiago Avenue, Diliman, Quezon City
Website: www.bir.gov.ph
Trunkline: 8981-7000 ; 8929-7676



the BIR to promote and enhance taxpayers' awareness of the importance of paying the correct taxes on time; and

2. Encourage BIR External Partners to undertake/initiate activities that will help enhance the voluntary compliance of taxpayers.

III. Guidelines

The following guidelines are hereby provided to attain the objectives of this Circular:

A. BIR External Partners

Assist the BIR in undertaking activities that will promote and enhance taxpayers' awareness of the importance of **paying the correct taxes on time**. Some of these activities include the following:

1. Posting of tarpaulin/banner on the "Tax Awareness Month" at the facade of office building/compound, and official website and social media accounts. *(See Annex A)*;
2. Re-posting in their official social media accounts of BIR tax information materials, which include the Annual Income Tax Return Filing and Payment reminders. *(See Annex B)*;
3. Conducting activities (e.g. poster/slogan contest, etc.) that will highlight the importance of paying the correct taxes;
4. Printing and display of tarpaulin bearing the message, "**This is Where Your Taxes Go**" during implementation of social, infrastructure, and relief projects;
5. Initiating the conduct of tax seminars/briefings to be attended by their agency's/group's employees/members with resource speakers coming from the BIR; or
6. Participating in other tax awareness activities that may be conducted by the BIR, such as sending participants to BIR-initiated seminars/briefings.

B. BIR Revenue Regional/District Offices

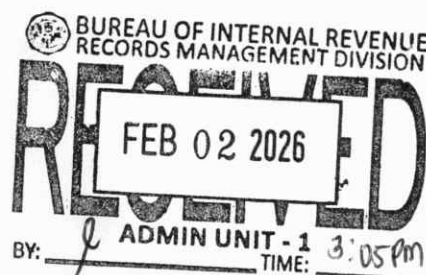
1. Undertake the following activities to promote the observance of the Tax Awareness Month for the whole month of February:
 - a. Printing and posting of tarpaulin/banner on the "Tax Awareness Month" at the facade of office building/compound and official social media accounts of the regional/district office. *(See Annex A)*;
 - b. Printing of tax information materials prepared by the Client Support Service, which include the Annual Income Tax Return Filing and Payment reminders *(see Annex B)*, for posting/display in conspicuous places in the office and in the official social media accounts of the regional/district office;



- c. Preparation of tax information materials (i.e. flyers, leaflets, socmed cards, videos, reels, etc.) in English, Tagalog and/or local dialect, and dissemination of the same using various channels (i.e. e-mail, social media, etc.) to promote awareness and understanding of the tax laws and the BIR's tax compliance requirements;
 - d. Conduct of tax update seminars and other information dissemination/tax education activities, such as Tax Quiz, poster/slogan contest, guesting in TV/radio programs, etc.; and
 - e. Sending of resource speakers to tax seminars/briefings initiated/organized by BIR External Partners.
2. Send letter to heads of agencies (both in the public and private sectors) at the local level requesting for assistance from their Office in undertaking activities that will promote and enhance taxpayers' awareness of the importance of paying the correct taxes on time. *(Use letter-template in Annex C);*
 3. Provide soft copy of BIR-prepared tax information materials to public/private sector agencies, for their dissemination; and
 4. For the Revenue District Offices, prepare an Accomplishment Report on Activities Undertaken to Promote the Observance of the Tax Awareness Month *(use template in Annex D)* and submit the same through your respective Client Support Unit (CSU) Head or Revenue Service, for consolidation. The consolidated list shall be submitted and/or uploaded via link at **bit.ly/45tTV6K on or before April 30, 2026.**

C. Public Information and Education Division

1. Prepare tax information materials (i.e. social media cards, tax information advertisements for electronic billboards, tax reminders in tarpaulin, etc.), for dissemination/display during the Tax Awareness Month;
2. Prepare a memorandum to all regional/district offices containing the link to the soft copy of all approved tax information materials for wide dissemination;
3. Prepare letter to heads of agencies (both in the public and private sectors) at the national level requesting for assistance from their Office in undertaking activities that will promote and enhance taxpayers' awareness of the importance of paying the correct taxes on time; and
4. Prepare a **Consolidated Accomplishment Report on Activities Undertaken to Promote the Observance of the Tax Awareness Month** and submit the same to the Commissioner of Internal Revenue thru the Assistant Commissioner, Client Support Service and Deputy Commissioner, Operations Group **on or before June 1, 2026.**

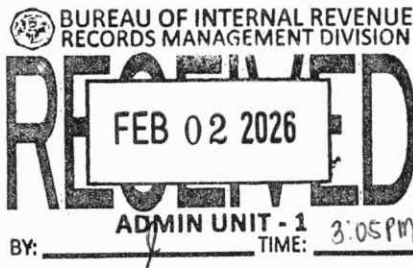


IV. Use of the Tax Awareness Collaterals Released by the BIR

Agencies/organizations are enjoined to access the 2026 Tax Awareness Collaterals (e.g. banner, streamers, tarpaulins, social media cards/social media cover photo template, digital infographics, etc.) prepared by the BIR through the following links:

PLATRFORM	LINK
 Google Drive	https://tinyurl.com/2026BIRTaxAwarenessMonth
 BIR Website	https://www.bir.gov.ph/home
 BIR Facebook Page	https://www.facebook.com/birgovph
 BIR Twitter	https://x.com/birgovph
 BIR You Tube	https://youtube.com/@birgovphl

All concerned are enjoined to be guided accordingly and to give this Circular as wide a publicity as possible.




CHARLITO MARTIN R. MENDOZA
Commissioner of Internal Revenue