

Recent events of the LIN Center for Community Development

LIN Workshop: New Trends and Best Practices in Fundraising for Not-for-Profit Organizations



The VCF fundraising team shares their experiences (Left to Right: Ms. Chau Nguyen, Ms. Mimi Vu, Mr. Rad Kivette) in the community to share their skills and experiences with counterparts at local not-for-profit organizations.

Ho Chi Minh City – On June 4th, 2010, the LIN Center for Community Development, in collaboration with the VinaCapital Foundation, organized a morning workshop for local not-for-profit organizations on, “New Trends & Best Practices in NPO Fundraising,” at Xu Restaurant. This workshop was the sixth in a series of capacity building workshops designed to bring together seasoned professionals in the

Three members of the development team at VinaCapital Foundation presented three distinct, though complementary, elements for fundraising success. The restaurant was packed, with 75 representatives of area NPOs who were anxious to learn from an organization that has achieved unparalleled success in fundraising for its projects in Vietnam.

Mr. Rad Kivette, Advisor on Major Gifts for the VinaCapital Foundation, started the morning workshop by describing the important role and necessity of fundraising for a not-for-profit organization, in its efforts to address needs. With the context in place, Mr. Kivette compared traditional and modern day approaches to fundraising. New technology such as websites, email distribution lists and videos offer greater

efficiencies and allow organizations to reach beyond traditional networks. Still, Rad cautioned participants, “no matter what kind of fundraising technique you use, it is still about individuals – you are talking to a person, so make it personal.”

VinaCapital Foundation’s Director of Development, Ms. Mimi Vu, detailed the six steps to developing and implementing a fundraising plan. She described the preparation involved in the development stage, from the importance of knowing your organization well, being able to identify what is important to prospective donors and being able to tell those donors, clearly and succinctly, about your organization and how it is different from other



Participants share their experiences in group discussion.

NPOs. The implementation stage involves proactive and on-going engagement with prospective donors. “When you meet someone and get their business card, don’t wait before sending them an email to request a meeting,” she advised. “And when you do get that meeting, talk about forming a partnership as opposed to asking for a donation or charity.”

The third and final speaker from the VinaCapital Foundation, Ms. Nguyen Thi Bich Chau, talked about donor stewardship. As Manager of the Heartbeat Vietnam Program, Ms. Chau’s work involves regular contact with both donors and beneficiaries. Her passion and talent in this role was evident as she shared a very personal and poignant email that she wrote to donors. Ms. Chau’s communications are filled with real stories and photos of the young people who receive life saving surgery. When targeting new donors, Ms. Chau takes care to try and identify donors that have something in common with their candidates for heart surgery. This customized and personal approach has proven effective, time and again.

Following the coffee break, representatives from Future Project, a local not-for-profit organization providing support services to disadvantaged children in HCMC, presented itself as a case study by posing three fundraising questions to the workshop participants. Breaking up into smaller groups, participants offered suggestions for attracting, communicating and retaining donors.

This was the sixth workshop the LIN Center has organized for local NPOs since its launch in August 2009. Feedback from both presenters and participants was positive. “The fundraising topic is very popular right now among us [NPOs] and the information provided today, by experienced fundraisers, is very original and valuable,” said– Mr. Dang Vu Hoai Nam from CSIP. [LIN team](#)



Giving Circle: Donor Club Sao Bắc Đẩu

Club members and the children of Ba Chieu Shelter pose for a picture during the day out at Dam Sen Water Park

On 12 October 2010, all 25 children of Ba Chieu Shelter, along with two staff, enjoyed a day of fun at Dam Sen Water Park thanks to support from members of the Sao Bac Dau (North Star) Donor Club.

Ba Chieu Shelter was selected as the beneficiary of the North Star Donor Club's first grant. The Club gave the Shelter 7.2 million Viet Nam Dong to support after school education of four girls at the Shelter, who were studying hard to pass their graduation exam. In addition, the club decided to use their remaining funds to organize a fun day-out, for all the children, at Dam Sen Water Park. The event provided an opportunity for Club members to meet the children from the Shelter and strengthen the relationship between the Donor Club and Ba Chieu Shelter.

Club members agreed that their experiences have given them a better understanding about local NPOs. Ms. Hanh – The elected leader of the North Star Donor Club said that she hopes to continue to maintain the club to help more people in the future.

Intel Team Trains NPO Staff on Presentation Skills

On June 11th and 18th, the LIN Center for Community Development supported Intel Vietnam in organizing two consecutive workshops on “Presentation Skills”. Almost sixty staff were trained, with about 30 NPO representatives in each training, which was held at Intel Vietnam’s headquarters. Given that presentation skills are an important part of the daily work of social activists, in both managing and fundraising, the workshops addressed an important need shared by many NPO staff.



Figure 1 Intel Entertainment Room

Participants departed from LIN’s office at 8:00am, arriving at the Intel campus located within Saigon Hi-Tech Park one hour later. Participants were introduced to the creative working environment of the world’s leading manufacturer of technology products, which nurtures its 400 employees in a productive, yet unrestricted manner. We learned that there is no “official” working time; instead, the project-based system encourages staff to take advantage of relaxation opportunities, such as playing pool in the *Chill Room* or working out in

the gym, so long as they manage to take care of their work responsibilities, such as drafting the next million-dollar idea. By the end of the campus tour, participants arrived at the Training Room to begin the workshop.

The first trainer, Mr. Huy, facilitated participants through self- introductions and expectations for the workshop. Many common problems people face when presenting, mostly in public, were addressed, such as using body language, controlling how fast and how loud one speaks, etc. No sooner had the list of problems been finalized than Mr. Huy caught the room’s attention by stating that these problems cause 97% of the presentations to fail in engaging



Figure 2 The first session instructed by Mr Huy
“What to Say”

the audience, leaving only 3% as successful. “Thus, to avoid following the majority” – Mr Huy said, “we need to be clear about What To Say and How To Say it, and the morning part of this workshop will provide you some insights to solve the first problem”. To elaborate, Huy introduced three tips for brainstorming “What To Say” as preparation, organization and visualization of ideas. First, a proper preparation should carefully examine the background of the audience, the purpose of the presentation, how to start and how to conclude, and what the main points as well as supporting details are. Second, the presenter should appropriately organize all

the prepared information in an appealing order, in which the beginning and the end of a presentation are especially important in capturing the attention of the audience. On the other hand, a successful delivery of content should closely follow the DEFEATS principle – Demonstrations, Examples, Facts, Exhibitions, Analogies, Testimonials and Statistics - according to Mr. Huy.



Figure 3 The second session – “How to Say It”

After the lunch break, which gave participants a chance to network with one other and with Intel employees, the second trainer, Ms. Thu Le, kicked off the afternoon session by tackling the second aspect of a good presentation – “How To Say It”. This practice-based session engaged participants in questioning and coming up with answers themselves. This included the protocols with which a presentation should be delivered, including how to dress, how to move around, how to make eye contact,

how to make appropriate facial expression, when to stress and where to speak fast in a sentence, etc.

The participants divided themselves into groups, and after 10 minutes of preparation, representatives of each group presented a topic of his/her choice and received feedback from the other participants as well as the instructor. This session was filled with interesting topics, ranging from community services to love and life. Each received constructive comments from their peers.



Figure 4 Mr Loi from Mai Am Quan 8 and his presentation

The second workshop, one week later, was carried out in the same order with a few improvements, based on feedback Intel received from the first group of participants. This time, there was a camera to record the practice presentations so presenters could watch their own performances and realize their strengths and weaknesses along with their peers and instructors.

As stated by Mr. Huy, presentation skills need to be practiced continuously and constructively. Hopefully, through Intel’s two workshops, the participants will have

gained some tools and experiences to help them practice and improve their presentation skills on into the future. A big thanks to the team at Intel Vietnam for providing this wonderful learning opportunity!



Figure 5 The Intel Team and Participants on June 11th, 2010



Figure 6 The Intel Team and Participants on June 18th, 2010

NPO Roundtable with the Justice Initiative Facilitation Fund (JIFF)

Earlier this month, LIN and 15 other NPOs in HCMC had an opportunity to talk with representatives of the Justice Initiative Facilitation Fund (JIFF) at a roundtable discussion held at the DRD Life is Beautiful Club House.

JIFF is the one component of the Justice Partnership Programme (JPP), which is an initiative of the Vietnam Ministry of Justice in partnership with the European Commission (EC), Sweden, and Denmark. The JPP is designed to harmonize efforts to support justice sector reforms in Vietnam. JIFF refers to the third component of the JPP, which is designed to support relevant Non-Government Organizations and Initiatives through a challenge fund. Initiatives that are eligible to apply for these funds will promote access to justice and specifically enhance popular awareness of the law, understanding of judicial reforms through research, dialogue and information sharing in the sector and improve access to independent legal advice and aid. The fund will pay special attention to marginalized groups in society and women. Apart from funding in the form of Core Funding Grants, Project/Program Grants and Research Grants, relevant identified technical assistance to grantees will also be provided by JIFF.

The roundtable was designed to inform JIFF in its preparation of a call for proposals and in thinking about the types of technical assistance it may need to provide to grantees. Discussions were fruitful and centred upon registration issues, legal dissemination concepts and development of an enhancing networking. The JIFF team said that they look forward to meeting many more groups working on access to justice issues in the future.



Roundtable with the JIFF team and HCMC based NPOs

JIFF is currently in its Inception Phase and the team is meeting various stakeholders to determine needs and programming that can be complimented. It is expect that the first call for proposal will be made in September 2010, with funding to commence in January 2011. The call for proposals will be advertised through various mediums, including through the LIN network. For more information, please contact the JIFF team at:

Justice Initiative Facilitation Fund (JIFF)

Unit 708, 11 Tran Hung Dao Street, Ha Noi, Việt Nam

Tel: +(84) (4) 3933-6034 or 6035, Fax: +(84) (4) 39336040, ✉ jiff.info@global-justice.com

LIN Grant Round on August 2010

Past Grantee: Binh Loi Social Center finished building a roof for children to play safely outdoors. Funds to support the building of the roof came from the LIN Center, Pi-Channel and the Australia Consulate in HCMC. The students and teachers are happy that they now have a place to play during breaktime, while parents and teachers can now use the yard for meetings, rain or shine.



A few of the Future Project Scholarship Recipients

Past Grantee: Future Project (HCMC Child Welfare Foundation) received a grant from LIN to support scholarships for 30 children for the academic school year August 2009 to July 2010. We are happy to hear that the students fared well. 27 students received support from LIN for the second year-in-a-row, 3 was the first time recipients

LIN's next grant round will take place in August 2010. We are currently receiving proposal applications through 5:00pm on 16 July 2010. Please note that we have made some changes to our review process. See below for a summary:

July 16, 2010	Deadline to submit a grant application
July 14 – 25	Eligible applications will be reviewed by the Grant Allocation Committee for review (GAC)
July 25, 2010	Brief presentations by grant applicants to the GAC members: - 5 minute presentation by the NPO about the proposed project - 10 minutes for NPO Q&A with members of the GAC.
July 28, 2010	LIN informs the final decision of the GAC to NPO applicants
August	Grant agreements drafted and signed by LIN and selected grantees. Money transferred to NPOs within 14 working days.

Please find more information [here](#).

☑ Upcoming events

Roundtable meeting: “Roles and Responsibilities of Not-for-Profit Board of Directors” (10 July 2010)

The role and functions of a not-for-profit Board of Directors may be a familiar concept to some organizations but it may be a relatively new concept for others. Even among organizations that have Boards of Directors, the members may not be clear on their roles and responsibilities.

- **Why is the NPO Board of Directors important to NPOs?**
- **What is the role of an NPO Board of Directors?**
- **And what responsibilities do Board Members play to support the NPO in achieving its goals?**

With the generous support of Mayer Brown JSM law firm and the Worker’s Support Fund, a local not-for-profit organization, the LIN Center for Community Development is organizing a roundtable discussion on “The Roles and Responsibilities of a Not-for-Profit Board of Directors”. The roundtable will take place from 8:30am to 11:00 a.m, on Saturday July 10th. Please RSVP to NPO@LINvn.org for further details.

If you have any questions or would like to recommend a topic to be addressed during this roundtable, please send your ideas to LIN by email at: npo@linvn.org or phone: (84 8) 38246091.

Competition for Volunteer Stories (July to August 2010)

In an effort to highlight the individuals that help better our community, the LIN Center for Community Development is launching a competition among Volunteers and Volunteer Host Organizations in Vietnam to help assemble a collection of **Volunteer Stories** - narratives, photos and/or videos that illustrate the good works Volunteers are doing, all around us, to make a difference in the lives of one or many.

By sharing volunteer stories - the joys, the challenges and the important impacts, LIN seeks to recognize and appreciate the work that is being done by volunteers and to inspire others to try volunteering in their community. So, to all the Volunteers, past and present, and to all the Volunteer host organizations, we invite and appeal to you to share your story with us. There will be prizes for the best stories in different categories!

You can find all the forms, terms and conditions, announcement, deadlines, etc... on LIN’s website at: www.LINvn.org. You can also contact LIN at: volunteer@LINvn.org or by phone at: (84 8) 3824-6091 for more information.

Interested in sponsoring this initiative? Please contact LIN at: info@LINvn.org.

CALL FOR CONCEPT NOTES UNDER THE CIVIL SOCIETY FACILITY

Under the Vietnam Country Strategy Paper (CSP) 2007-2010, a Civil Society Facility was established at embassy level to support innovative development activities of civil society organisations that will contribute towards the achievement of the CSP goal “to promote and support the equitable reduction of poverty and vulnerability in Vietnam”.

Irish Aid is currently inviting concept notes for its 2010 funding round. Priority consideration will be given to interventions which inform poverty reduction and social protection policies for vulnerable groups. The Civil Society Facility focuses on the following areas: disability, HIV & AIDS, and local participation and planning.

Applicants are requested to submit a concept note and pre-qualification form in standard Irish Aid format to the following address:

Irish Aid
Embassy of Ireland
8th Floor, Tower B
Vincom City Towers
191 Ba Trieu, Hanoi
Email: irishembassyhanoi@dfanet.ie

The deadline for submissions of concept notes is 12.00 Friday 23rd July, 2010

Once concept notes have been appraised, short-listed applicants will be invited to submit a full proposal. For full details on the application process including guidance and forms, please visit our website www.embassyofireland.vn

Senior International Fellows Program 2010

Are you a Third-Sector professional? Do you

- need time away to explore new strategies?
- want to increase the sector's impact in your country or region?
- seek networking opportunities with colleagues in the field globally?
- aim to strengthen community philanthropy?

If you've answered **YES** to any of the above, consider applying to the
Senior International Fellows Program
(October 18 – November 12, 2010)

This is a professional development opportunity for Third-Sector senior practitioners to support community philanthropy and help build capacity in their home countries.

- Participate in a month-long seminar, including lectures and intensive sessions with seasoned practitioners.
- Visit community foundations and philanthropic organizations to learn about their day-to-day workings.
- Meet prominent figures in the nonprofit field.
- Join a network of over 145 alumni from 54 countries.
- Expand your national and international networks;
- Produce a position paper to further your work.

Applications accepted through July 11, 2010.

Interested and want to learn more? Visit www.philanthropy.org or send an email inquiry to:
cpcs@gc.cuny.edu

Social Development Training Center's Upcoming Course "Project Proposal Writing Skills"

This training aims to provide participants with the skills and knowledge to write the project proposal. After completing this training, the participants should be able to:

- Develop a project proposal with a log frame
- Write a project proposal with a good structure
-

This training course is designed for project officers, project managers, project staff and other interested people...

The course is organized at **08h00 to 17h00, July 13 to July 15, 2010**. For details and registration, please contact:

Social Development Training Center (SDTC) –Ton Duc Thang University
R.604, 98 Ngo Tat To st, Binh Thanh dist. Tel: (84 8) 22426789. Email: sdtc@tdt.edu.vn

Networking among the NPO community

Is your NPO looking for an income generating activity?



Are you located in a space that is easily accessible to the public?

Do you have an extra room and/or storage space?

Do you have a staff person or volunteer that is good with numbers?

If you answered yes to all three of these questions, you might be interested in an idea proposed by one of our volunteers and a corporate donor:

A local provider of international move management and relocation solutions has generously offered to donate local transportation services to support the management of a thrift shop. Meanwhile, volunteers in and around Districts 1, 2 and 7 have offered to help with marketing and awareness raising to attract regular donations to the shop.

As some of you may already recall, this model is similar to a shop that was once run by the Hoi Quan Den Voi Nhau (Coming Together Coffee Shop). Thrift shops are set-up to receive donations of second-hand goods from the community and sell them at highly discounted (bargain) prices to low-income families and/or other disadvantaged groups. The advantage of such a project is that the income that is generated can be used to help support the managing organization's programs and activities.

If you are already operating such a project or if you may be interested to operate such a project, please contact LIN for further details at: NPO@linvn.org.

QUESTIONAIRES: for local not-for-profit organizations

Currently, LIN Center is sending around questionnaires on the needs for capacity building among NPO staff on one or both of the following two topics:

- (1) Running an effective meeting and;
- (2) Measuring your organization's performance.

Your feedback will help our volunteer trainers to better understanding your concerns and challenges in order to design a training program to address the above topics. If you have not already received the questionnaire, please download it [here](#) and send your answers to: npo@LINvn.org. LIN Center truly appreciates your input and advice.