

Events of LIN Center for Community Development

Workshop on “How social media can help your not-for-profit initiatives”



Four key presenters of the workshop Ms. Tô Oanh, Mr. Trung Hải, Ms. Vân Lý, Mr. Bill Brower (left to right)

On Sunday morning, 14 March 2010, the LIN Center for Community Development (LIN) and Disability Resource and Development (DRD) co-organized a morning workshop for local and international not-for-profit organizations (NPOs) on, “How Social Media Can Help Your NPO.” The event, sponsored by GlobalGiving, took place at DRD’s new Club House and featured speakers representing both international and local NPOs.

The keynote speaker, Mr. Bill Brower, Field Program Officer for GlobalGiving, introduced the concept and spoke about how not-for-profit organizations around the world use social media to help achieve their goals. He shared examples of international NPOs using websites, blogs, YouTube and Twitter to attract people to their causes and to raise funds for their programs. He also explained the role that GlobalGiving plays in supporting their efforts.

For Vietnam based not-for-profit organizations, Bill explained how GlobalGiving can help, “to manage and grow an online network of support and increase awareness about [the NPOs] activities.” In addition to providing examples and tips for how other not-for-profits use social media, Bill also shared the ways that GlobalGiving has successfully employed social media to help keep in touch with supporters and to build and broaden its support network.



Mr. Lê Trung Hải (Blue Dreams) presents on how his group utilizes social media for their event

Following Bill's presentation, several representatives from area not-for-profit organizations exchanged experiences about how they have used social media to support their causes. "Through our social media efforts, we've been very successful in raising money," shared Ms. To Oanh, Coordinator for *Thuy's Dream* - a project of *Tuoi Tre* newspaper, which provides support to cancer patients.

"Fundraising is all about building relationships," added Ms. Van Ly, Development Officer for East Meets West Foundation, a US-registered not-for-profit organization with three offices in Vietnam. "And through our blog," she explained, "our donors and prospective donors have an opportunity to get to know our team and more about what we are doing." Later, Van also shared that social media even helps the East Meets West staff to gather useful information about their donors, so they can design more targeted proposals when asking for money.

In response to a question about ways to reach the larger part of the population in Vietnam who do not currently have access to the Internet, Ms. To Oanh suggested that organizations use a variety of communication tools, "In our experience, it has been very effective to use both traditional (such as newspapers) and online tools. Together, they can even help to reinforce each other and make a bigger impact."

Mr. Le Trung Hai, one of the founders of *Blue Dreams*, a voluntary organization working to support community initiatives, introduced several creative approaches that his group has used to organize and communicate with volunteers. "However," he cautioned the audience, "even if [your NPO is] creative in your advertising and successful in attracting people to your events, you will still need to ensure that your programs are of high quality so that the people that support you will have a positive experience and will want to come back."

In her closing remarks, Ms. Vo Thi Hoang Yen, the Founder and Director of DRD, observed that, "From today's workshop, it is clear to see the incredible strength of the Internet for our organizations... And, as we learned from Mr. Hai [*Blue Dreams*], even by asking people to collect their small change, we have the ability to raise a lot of money to support our programs."

[\(Link to Bill Brower's presentation – Photos from the workshop – Video on social media\)](#)

Collaboration between LIN Center and two organizations

LIN's Challenge: Raise at least \$4,000 from over 50 individuals by April 26th to help empower not-for-profit organizations in Vietnam!



LIN is currently competing in *GlobalGiving's Global Open Challenge*. If we are able to raise \$4,000 or more from 50 or more individual donors we will be awarded an ongoing spot for our projects on GlobalGiving.org . We also have a chance to earn up to \$6,000 in prize money for raising the most money during the challenge and attracting the greatest number of donors. You can help us to raise money, earn a spot for our projects on GlobalGiving and earn GlobalGiving prize money just by spreading the word! For example, you can:

1. Make a donation to LIN by going to our project on GlobalGiving, which you can find at: <http://bit.ly/LINonGG>
2. Pass along this email to your friends, families and colleagues, tell them that you think LIN is doing great things and ask them to tell others. It's easy, you can just click here to: [Forward this message to a friend.](#)
3. Post this information on your Facebook page or "Tweet" it using a short appeal and our abbreviated link (<http://bit.ly/LINonGG>).
4. Call your friends, send them a message by SMS, shout it from mountain tops (I think you get are getting the idea by now...)

By just passing along this information, you are going to help the LIN Center because the only way we will get new supporters is if you tell them about us.

Thank you,
LIN team

A Fiscal Sponsorship from Give2Asia

On March 31st, Give2Asia, a leading U.S. philanthropic services nonprofit, and the LIN Center for Community Development, a Vietnam-based organization providing direct support to local nonprofits, announced a fiscal sponsorship that enables U.S. donors to help strengthen the nonprofit and philanthropic sector within Vietnam. Give2Asia's Fiscal Sponsorship services will help LIN establish a U.S. presence, provide professional donor stewardship, and make possible tax-deductible support for donors to LIN. Give2Asia currently provides fiscal sponsorship to approximately 100 charitable institutions across the Asia-Pacific region. For more information on Give2Asia's fiscal sponsorship program, visit www.give2asia.org/fsf and www.Give2asia.org and/or www.give2asia.org/LIN

“Hidden Sisters” workshop to link professional women with a disability to LIN Volunteers and other female professionals

With the aim to support women living with disabilities, on Sunday morning, 21/03/2010, LIN Center collaborated with the Disability Resource and Development (DRD), to organize a workshop “Hidden Sisters” with the aim of creating an opportunity for women living with disabilities to meet with other professional women and LIN volunteers.



Ms. Hoàng Yến and Ms. Diệu Trinh present their scenarios

The four guest speakers at the workshop described their individual experiences and challenges they each encountered, how they were able to overcome these challenging situations, despite their disabilities. They also talked about how they cope with the ever-changing and challenging society in which we live. Many of the pressures from society have and continue to affect their lives beyond the typical difficulties one might have when starting a new job or a new business. The women attending the workshop shared their own experiences and some advice with the four guest speakers and several women signed up to become a mentor.

[\(Photos of the workshop\)](#)



LIN Center congratulates:

Ms. Tran Ngoc Tran, chief accountant and a member of the LIN board, who gave birth to a baby girl on the 1st of March 2010. We believe that the birth of her baby girl, Minh, will play a tiny part in rectifying the alarming imbalance between the male and female population in Vietnam.

Workshop on “Social work and Charity work” for LIN Volunteers

What is the difference between social work and charity work? How can we make charity work more meaningful and more useful for the community? These were the key questions discussed at a workshop organized by LIN Center for Community



Group discussion on the social work and charity work

Development on Sunday morning March 28, 2010 at the new “Life is beautiful Clubhouse”. Ms. Ngoc (a psychological and professional counselor and social work expert) gave a short presentation on this subject and facilitated a dialogue and sharing of experiences among the Volunteers who were present. Over thirty volunteers divided up into four groups to discuss different topics: disability, micro credit, elderly and clubhouse/charity food shop. The result was a sharing of valuable lessons between and among LIN volunteers.

([Photos of the exchange workshop](#))

SUPPORT LIN



To support LIN’s activities, please consider offering your time, skills and/or resources. Currently, LIN Center is in need of a laptop, a LCD projector and a video camera to support our work, our workshops and to help us keep records of our trainings. We appreciate donations in kind (new or in good condition). If interested, you can contact us [here](#), [send an email to: Donor@LINvn.org](mailto:Donor@LINvn.org) and/or call Tu at: [3824-6091](tel:3824-6091).

UN.GIFT Call for Proposal from Civil Society



Civil Society Organizations (CSOs) play a vital role in addressing the issue of human trafficking worldwide. They are an essential partner in all prevention, protection and prosecution efforts. Activities that CSOs engage in range from raising awareness, measuring progress of commitments made by other stakeholders, collection and analysis of data, and influencing public opinion. CSOs help governments in identifying victims of trafficking and offer direct services to them; such services include legal assistance, medical and psychological care, as well as supporting voluntary repatriation and reintegration, or the process of integration in the country of destination.

While CSOs around the world perform invaluable work, financial resources to fund their activities are often scarce. In order to support CSOs in their counter-trafficking activities, the United Nations Global Initiative to Fight Human Trafficking (UN.GIFT) has established a Small Grants Facility. Through a Call for Proposals, a total amount of USD 500,000 will be dispersed to selected CSOs in 2010.

On 1 March 2010, the Call for Proposals will be published on the UN.GIFT website inviting non-governmental, not-for-profit organizations working on counter-trafficking issues to submit their project proposals. Activities eligible for funding include direct victim support, empowerment of vulnerable groups and communities and cooperation between NGOs from countries of origin and destination. The amount of the Small Grants available are between USD 30,000 and USD 50,000 for each selected project. The final number of projects selected (10 to 16) will depend on the actual budget requested.

International Visitors (IV) Program focusing on Volunteerism in the U.S.

LIN Center congratulates Mr. Pham Truong Son, *Community Liaison*, who was selected to participate in a three-week International Visitors (IV) Program focusing on Volunteerism in the U.S starting on April 12, 2010.

This large-scale, multi-regional program will provide a hands-on examination of the impact of volunteerism both on the volunteers themselves and on the communities they serve. Through visits to a range of non-profit organizations, charitable foundations, faith-based organizations, community groups and corporations, participants (NGO leaders, civic and community activists, government officials, educators, and journalists from around the world) will examine how volunteers of all backgrounds and ages, especially young people, are inspired to national service. The program will also look at the impact of social entrepreneurship, corporate social responsibility and technology in developing new avenues for civic engagement and participation.

☑ Upcoming events

- **Workshop Series on Fundraising:** One of the most common difficulties we hear from our NPO Partners is the challenge of fundraising. In May 2010, LIN Center plans to host the first in a three part series of workshop on fundraising which is designed to help not-for-profit organizations better understand and respond to the demands of their prospective donors. We will invite donors and not-for-profits to share their experiences, best practices, lessons learned and resources. The draft topics of these serial workshops include:
 1. Fundraising from within Vietnam (e.g., individuals, local enterprises, foundations and charitable organizations, international aid agencies)
 2. Raising funds from overseas (e.g., INGOs, International Foundations, Bilateral and Multilateral Donor Agencies)
 3. How your advisory board can help support your fundraising efforts;

If you have any ideas or requests in regards to the above topics, or if you may be interested to speak on one of more of these topics please contact us at: npo@linvn.org, or (84 8) 3824-6091 (ask for Mr. Son or Ms. Cam Tu) .

- **The LIN Center's New & Improved Website**, with an interactive interface is now available at: www.linvn.org. Many of our NPO partners have posted their information, their needs and requests for volunteers. This website is the place for LIN's NPO partners to connect with individuals, donors and corporates who are looking for a meaningful way to support their community. If you or your organization would like to have your information posted on our website, please contact Mr. Son, Community Liaison of LIN Center at: npo@linvn.org or son@linvn.org or (84 8) 3824-6091. And, for the donors among us, please take advantage of our new "Give Form" on the website to advertise any in-kind donations you may wish to provide or to find ways that you can fill an existing need. For any questions or support please contact us at: Donor@LINvn.org, or phone at: (84 8) 3824-6091.

Non-for-profit organizations

Information of NPO partners were uploaded in the new websiet by LIN Center. The partners were also given the username and password to enter their page and you can upload your needs and requests at following link: <http://www.linvn.org/?mod=npo>

Individuals, donors and corporates

With the aim to support our local community, Individuals, donors and corporates can contact us or directly upload any in-kind donations in "Give Form" by clicking the below link: <http://www.linvn.org/?mod=donor&act=donate&lang=vn>

- **LIN Grant round for NPOs:** LIN's second grant round was approved in December 2009 and disbursed in January 2010 to two organizations: Khanh Hoi and Binh Loi (pending and discuss in this grant round meeting). Applications submitted to LIN for the third grant round, the first of 2010, will be reviewed during the first week of April. NPO partners will find more information and application forms [here](#) or you can go directly to our website at: <http://tinyurl.com/yag9w4j>. Contact us at: npo@linvn.org for further information.

Networking among the NPO community

CALL FOR APPLICANTS: SCHOLARSHIP OPPRTUNITY FOR GLOBAL YOUNG LEADERS PROGRAMME (YLP)

The Global Institute for Tomorrow (GIFT) is pleased to announce that we currently have limited scholarships available for qualified participants working in the non-profit or social enterprise sector to participate in our upcoming Global Young Leaders Programme (YLP) to be held in Hong Kong and Sichuan, China from 24 May to 5 June, 2010.

YLP is an executive leadership programme which enables international executives, civil society representatives and students from leading business schools to work with a local NGO or social enterprise partner on-site to develop a strategic implementation or business plan. GIFT then takes this plan and aims to connect the NGO or social enterprise with resources. To date, we have worked in China, India, Cambodia, Laos, Vietnam and more recently with the UNDP in Indonesia. For more information regarding our work, please go to our website at: www.globalinstitutefortomorrow.com

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“Light and Hope” cultural show and scholarship awarding event

The Blue Dreams volunteer group (Những Ước Mơ Xanh) will be organizing a cultural show and scholarship awarding event in order to honor those who have disabilities who have the will to succeed and to overcome their disabilities. This event will happen from 08h00 to 11h00 on 18/04/2010 at HCMC Opera House at 30 Trần Hưng Đạo, District 1. In addition, this event will also introduce the talents and gifts of kids with disabilities in order to help them be more confident in society. This event will showcase the care and love of the community towards people with disabilities at the various charity shelters on Vietnamese Day of Caring and Protection of People living tieh Disability. Currently the group is looking for funding from businesses in Ho Chi Minh City. For more information please contact Mr. Lê Trung Hải at nhom_uocmoxanh@yahoo.com.

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Earth day 2010

RMIT's Environment Club organized **Earth Day 2010** on April 17, 2010. This is an event aimed at educating students about the environment. This event is in need of potential donors. For more information please contact hothaibinh@gmail.com or visit http://thehetre.vn/hoc_thi/rmit-tung-bung-voi-ngay-trai-dat-2009/29468.html

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EVENTS OF NPO PARTNERS

- ❖ **“Journey of humanitarian”** organized by the Catalyst Foundation in Rach Gia city, Kien Giang Province from March 28th to April 2nd, 2010.
- ❖ **“Night music for charity”** organized by the Smile group (Nhóm Nụ Cười) from 7 pm to 10 pm on April 4th at 122D Cách Mạng Tháng 8 street, Dist.3, HCMC.
- ❖ **“Volunteer Step Foot 2010”** organized by Solar Net Vietnam on April 30 to May 1st, 2010 in Hong Ngu, Cambodian border. For more information, please contact Nguyen Sieu Hanh at sieuhanh@yahoo.com
- ❖ **“Developing Vietnam eyes bank HCMC seminar”** organized by the group of Eyes Bank at 8 am to 5pm on April 13th, 2010. Please contact info@hcmceyebank.org