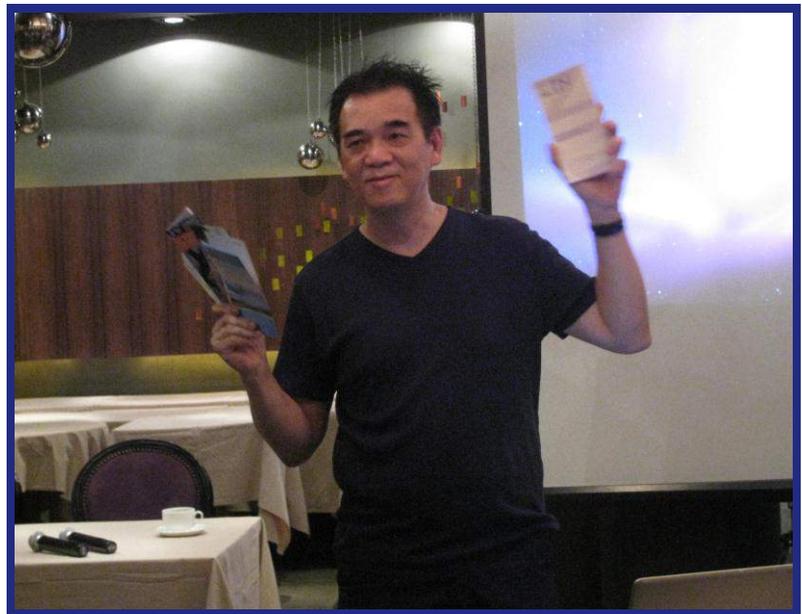


News and Events of the LIN Center for Community Development

NPO Workshop “Designing Effective Marketing Materials for Not-for-profit Organizations”

Fifty-two representatives from non-profit organizations (NPO) in and around Ho Chi Minh City attended the 10 March workshop, “Designing Effective Marketing Materials for NPOs,” organized by LIN Center for Community Development at Xu Restaurant, District 1.

Special Guest Speaker, Mr. Nguyen Cao Do (a.k.a. Hien), Executive Director of Cli2per Indochine Vietnam, introduced techniques for marketing an organization by building its brand name and designing flyers that will catch the attention of stakeholders. Hien opened the workshop by demonstrating how important it is to clearly define an organization’s identity through its marketing materials. He described how the use of specific pictures and words and the way they are arranged are a useful way of giving readers a clear idea about your organization and what you do. He suggested that application of the “KISS” rule (Keep it Simple Stupid), meaning that simpler flyers, are more easily understood; therefore, more



Mr. Hien is introducing how to make effective brochure

effective. In using pictures, Hien stressed the importance of using inspiring and cheerful images to reflect the organization’s activities. He also talked about consistency and other ways to be ready friendly (such as using one font and colors that are the same or complimentary to the organization’s logo) in order to help organizations build their identify.

Later in his presentation, Hien talked about the potential for NPOs to incorporate Digital Marketing. Although Digital Marketing is a new concept for

NPOs, many of whom have had little to no chance to use modern technology, Hien showed several examples of how digital marketing helped to spread important messages. The examples also introduced opportunities for NPOs to partner with companies that have access to digital technology. *“I am really impressed with the example of a tree and its foliage drawn by pedestrians’ footprints as part of an environmental awareness campaign in China.... [I also liked] the video clip featuring the Jogging campaign, which took place worldwide, to raise funds for charity activities and technological advances to support the visually impaired/elderly,”*said Nguyen Hoang My Phuong from Coupai, a volunteer group bringing the arts to disabled children.

After the break, participants engaged in small, group discussions on strategies for designing an effective brochure. Two of the groups presented their ideas and Hien provided feedback and additional comments.

To close the workshop, Mr. Ho Thai Binh –RMIT student and member of a team of volunteers that helped design marketing materials for two NPOs: Nhat Hong Shelter and Khanh Hoi Social Center – shared his experiences as a skilled volunteer. *[The activity was facilitated by LIN Center with support*

“To make a digital marketing plan, each NPO needs to have a website to introduce its mission and activities and to make a call for donations.”

Mr. Hien expresses his ideas

from RMIT International University Vietnam. As observed by Mr. Pham Truong Son, LIN’s Deputy Director, *“The outcome from this pilot program was better than we could have expected. Our NPO partners were pleased that the outputs were practical and tangible. For this reason, LIN Center is considering whether we can coordinate a similar program in the future, whereby teams of skilled volunteers work together to support an NPO on a short-term project.”*

As a special bonus for workshop participants, Cli2per Indochine Vietnam offered a chance for one NPO to receive six-months of free marketing and design consultations by the Cli2per team in HCMC. Seven NPOs submitted an application form in hopes of being the lucky winner. Please see the box below announcing the winner

LIN team

Translated by Tran Tuyet Trinh



Congratulations go to:

**Disability Resource & Development
(DRD)**

**won 6 months of free marketing & design
consultation by Cli2per Indochine Vietnam!!!**

(LIN Center would like to thank Cli2per Indochine Vietnam for providing this excellent opportunity to one of our NPO partners.)

LIN Participates in the British International School's First Community Fair



LIN team and volunteers at the introduction booth

The LIN Center joined more than thirty other organizations, including local and international not-for-profits, to promote their work to the local community and the the Federation of British International Schools in South East Asia (FOBISSEA) during a Community Fair hosted by the British International School of HCMC. The Fair took place alongside the FOBISSEA conference and was designed to help international school faculty throughout Southeast Asia think about ways to better engage in their local communities. The March 12 Conference & Community

Fair 2011 was held at the British International School's District 2 campus.

In addition to setting up a booth at the fair, the LIN Center also played the role of facilitator, promoting registration among local and international NPOs in HCMC. Sixteen of LIN's NPO partners participated in the fair, setting up booths and talking with community members. Among them were: Nhật Hồng Shelter, Little Rose Shelter, Cầu Hàn, Friends For Street Children (FFSC), University of Economics Hồ Chí Minh City SIFE team, ECO Vietnam Group and Thiện Chí Centre (Bình Thuận Province).

The event offered valuable opportunities for local and international NPOs to network. It also gave the local non-profits confidence that they are just as capable of marketing themselves to the community as their international counterparts. The British International School was thrilled with the turnout and already indicated to the LIN team that they plan to organize this event on a yearly basis. In the future, the goal will be to attract more community members to attend so that NPOs can meet with prospective volunteers and donors.

"We are a HCMC-based volunteer group and this is the first time we've put together a booth to share our activities with other organizations and community members. This was a good chance for us to understand and learn from our peers," shared Trinh Huu Tam, the leader of Vietnam Hope charity group.

LIN Center (Translated by Ta Minh Nhut)



LIN Center would like to wish a "Happy Birthday!" to two very special Board Members:

- 1. Madam Lê Thị Băng Tâm, LIN board member**
- 2. Ms. Đỗ Thị Như Tâm, LIN board member**

Thank you both for your on-going support to LIN!!!

Inaugural Meeting of LIN's NPO Advisory Group

The first gathering of LIN's NPO Advisory Group took place on March 16, 2011 with the participation of representatives from 5 NPOs: Khanh Hoi, Tuong Lai, KOTO, GLINK and VPV. The purpose of the meeting was to seek ideas and feedback on past and future LIN programs to ensure that our services meet the needs of NPOs in HCMC.

To open the discussion, LIN Center representatives gave a summary of LIN's proposed work plan for 2011 and asked for participant comments. While the advisory group approved of the 2011 work plan, they also provided thoughtful and creative suggestions for other services that LIN might provide to meet NPO needs (such as support with proposal writing; developing standards and best practices for different sized NPOs; and help to bring the NPO and donor communities closer together).



Discussion of NPO Advisory Group's participants

The Group agreed to meet at least once every two months, which would allow ample opportunity for members to share practical ideas and experiences. All the ideas and recommendations suggested during these advisory group meetings will be reviewed and discussed among LIN's staff and Board of Directors in an effort to improve the quality of our services and activities.

Note: If you were unable to attend the first meeting of the NPO Advisory Group but would like to participate in future meetings, please contact Son at: NPO@LINVn.org.

LIN Center (Translated by Hoang Thanh Thao Nguyen)

LIN Supports CSIP to Promote Social Entrepreneurship in HCMC

The event "**Social Entrepreneurs, Connect and Move on!**" took place on March 3rd, 2011, connecting social entrepreneurs with members of the local business community. The event, held for the second year in a row, was organized by the Centre for Social Initiatives Promotion (CSIP), in partnership with the LIN Center for Community Development, the Young Business Association in Ho Chi Minh City and the British Council. Over 120 people attended the event (exceeding our expectations!).

Ms. Pham Kieu Oanh, Founding Director of CSIP, moderated a panel discussion, which included Mr. Cao Tien Vi - Chairman of Sai Gon Paper & President of YBA-HCMC, Ms. Robin King Austin - Director of VinaCapital Foundation, Ms. Nguyen Thu Hue - Executive Director of Ecolife JSC and Ms. Vo Thi Hoang Yen - Director of Disability Resource and Development (DRD). Panelists talked about the importance of social entrepreneurship and how the business community can get involved to support the SE movement in Vietnam. The event also provided an opportunity for CSIP's 2010 cohort of SE Fellows to present their projects to the local community and to build their support networks.

For further information, please visit the CSIP website at: www.doanhnhaxahoi.org.

Upcoming Events for Volunteers and NPOs

Info Session for Current and Prospective Skilled Volunteers “Effectively Contributing Your Skill Sets to Support the NPO Community” *Thursday Evening - 07 April 2011*

- **Have you ever volunteered your skills to support an NPO?**
- **Would you like to use your skills and time to support community development?**
- **Are you still unsure if you would like to be a skilled volunteer?**

Please join us for an upcoming volunteer networking and information session, **“Effectively Contributing your Skills to support the NPO Community”**. The evening event is an opportunity to learn what it takes to be a skilled volunteer, to ask questions and get answers from experienced Volunteers. The focus will be on applying your talents and skill sets to support a local not-for-profit in a more effective, sustainable way. It will also be an opportunity to meet others, like you, who would like to make a meaningful contribution in our community and are looking for such a chance.

Our special guest speaker for the evening is Mr. Ha Xuan Trung, a most valued LIN board member who has also served as a volunteer advisor to many other organizations, both for-profit and not-for-profit, in Vietnam and overseas

Venue: To be confirmed upon receipt of your RSVP.
Date and Time: *6 p.m. to 8 p.m., Thursday, 07 April 2011.*

Please RSVP by email: volunteer@LINvn.org or by phone: [\(84 8\) 3824-6091](tel:84838246091) to Ms. Trúc.

NPO Roundtable: “Maximizing the Talents & Time of Skilled Volunteers to Benefit your NPO” *Wednesday - 27 April 2011*

- **Would you or your colleagues like to receive support/training to do what you do even better?**
- **Do you wish, sometimes, that you could get another perspective on your work, your ideas and/or difficult decisions?**
- **Does your team feel like there is not enough time in the day to identify a long-term strategy to achieve your mission and goals?**
- **Do you or one of your colleagues lack important skill sets that might help you to improve and strengthen your work?**

(Continued on the next page...)

If you answered yes to any of the questions on the preceding page, then please consider joining us for an upcoming roundtable meeting to learn how to **“Maximize the talents and time of skilled volunteers to benefit your NPO”**.

The objectives of this NPO roundtable include:

- Introduce and explain LIN’s skilled volunteer service and how this service can benefit our NPO partners;
- Share best practices for working with and managing skilled volunteers;
- Understand how to prevent possible challenges when working with skilled volunteers;
- Know how to write a job description that will help you attract skilled volunteers that meet the needs of your NPO.

Venue: *TBC upon receipt of your confirmation.*

Date and Time: *8 a.m. to 10:30 a.m., Wednesday, 27 April 2011.*

Due to space restrictions, this roundtable is limited to LIN’s NPO partners. If you are a LIN partner, please RSVP by email: npo@LINvn.org or by phone: [08-3824-6091](tel:08-3824-6091). In confirmation, we will inform all registered participants of the meeting venue.

Calling all Volunteers and NPOs: Join Us on 7 May - International Day of Service!

Responding to a global call to encourage volunteerism, along with organizations in 50 other countries around the world (*Argentina, Cameroon, Chile, Colombia, Croatia, Ecuador, Egypt, Haiti, India, Nepal, Pakistan, Ukraine and many more*), the LIN Center has committed to spreading the word and encouraging community service on the morning of 7 May 2011 – the International Day of Service.

Service activities can be big or small, indoors or outdoors. You can clean up in your community, spend time with disadvantaged children, share your skills with a local NPO... practically any activity that would benefit your community is eligible.

LIN is calling upon our NPO Partners, Volunteers and the Donor Community to join us in planning a collective community service activity. If you are interested, and/or if you have an idea to share, send an email to: npo@LINvn.org / volunteer@LINvn.org.

Please respond before **14 April, 2011** so we have time to plan. And, for further information, you can contact Trường Sơn at: (84 8) 3824-6091.

Donor's Corner

Coming Soon: LIN Community Speaker Series

This summer, the LIN Center will launch a new initiative, matching the profound knowledge and real life experience of community, social and development experts with the aims, goals and philanthropic activities of companies, organizations and individuals that want to make a meaningful investment in our community.

In response to a request for information about community needs and challenges, the LIN Center decided to team up with community experts, authorities and leaders of local not-for-profit organizations, who are experienced and informed on important issues that affect community development. Issues to be addressed include themes ranging from urban development, healthcare, childcare, education and corporate volunteerism.

Attend a Hosted Seminar - Each event will feature a presentation and talk plus a question-and-answer session with recognized experts. There will be an entrance fee and all proceeds will be donated to the not-for-profit organization represented by the speaker.

Hire a Speaker- In addition, LIN will help to arrange for an expert speaker to give a talk and answer questions on a topic of interest to your organization or at a special event. The speaker's fee will be paid as a donation to his/her not-for-profit organization.

As details for the summer program are being finalized, please feel free to contact us if you are a:

- **Community Expert** - If you would like to be added to our expert speakers database, please send an expression of interest, along with your CV, to: info@LINvn.org
- **Grantmaker or Philanthropist** - If you are interested in hiring a speaker to give a talk, please let us know your needs and interests and contact us via email at: info@LINvn.org or by telephone at 848-3824-6001.
- **Sponsor** – If you would like to sponsor one or more hosted seminar, please contact Dana at: Donor@LINvn.org for further details and sponsor benefits.

We look forward to seeing you at an upcoming LIN Community Speaker Series event!

AND THE WINNER IS...

In March, LIN Center disseminated an online survey to gain insights on the experiences and perspectives of our skilled volunteers. Nearly 70 people took the time to answer our survey and we thank you for that! The LIN team randomly picked one lucky respondent to win LIN's gift set, which includes a copy of LIN's Volunteer Stories Handbook and a LIN T-shirt.

The lucky winner is: Nguyen Hoang Chieu Anh.

Stay tuned... A report on the results of our Volunteer Survey will be included in next month's LIN Volunteer Newsletter, to be published on **15 April 2011**.



Vietnam Innovation Day 2011: Innovation for Social Equity and Sustainable growth

The Vietnam Innovation Day (VID) 2011, organized through the partnership of the Ministry of Planning and Investment and the World Bank, is an opportunity to bring to life innovative ideas that address local development challenges. Its co-sponsors to date are Australian Agency for International Development, Department for International Development (U.K.), the Royal Embassy of Denmark, the Embassy of Finland and U.S. Agency for International Development.

VID 2011 identifies and directly supports small and innovative development proposals that exhibit high potential for development impacts and deliver results which can then be expanded or replicated. The theme for this year's program is **“Innovation for Social Equity and Sustainable Growth”**.

Competition Theme

VID 2011 calls for proposals on “Innovation for Social Equity and Sustainable Growth” with the focus on the following sub-themes and with the objective of developing products and services for the benefit of the poor and under-served communities:

- 1. *Energy Efficiency***
- 2. *Traditional Herbal Medicine***
- 3. *Agriculture based products and services*** focusing on:
 - i. nature based, safe and environment friendly products/ production practices,
 - ii. low cost technologies/ models for agro-produce/food storage and agricultural waste management / utilization (e.g., use of agri. waste to develop alternative materials), and
 - iii. non-traditional institutional arrangements to better link farmers with domestic agricultural product/food markets and distribution channels.

Deadline for submissions is: **05 May 2011!**

Please visit [here](#) for more information.

The Justice Partnership Program (JPP) is the result of a decision of the Governments of Vietnam, Denmark, Sweden and the European Union to harmonize their efforts to support justice sector reform in Vietnam. **The Justice Initiatives Facilitation Fund (JIFF) is component 3 of the JPP aiming to build the capacity of Non-State Actors to contribute to enhancement of awareness of rights, access to justice and to support judicial reforms.** JIFF will call for proposals twice per calendar year from this call to early 2015.

Applicants invited to apply include any organization which:

- Is non-state, non-international and not for profit
- Has a Charter, registered for more than one year, and has a bank account operated by more than one signatory.
(Organization applying for small grants or media or research organizations may be waived from some of the above criteria)

Key Support Areas:

All proposals must address at least one or more of the four key result areas below:

1. Popular awareness of the rights and opportunities the law and justice system provide enhanced
2. Access to independent legal advice and aid improved
3. Understanding of judicial reforms enhanced through research
4. Dialogue and information sharing on matters relevant to judicial reforms enhanced

Type of grants:

1. Small Project Grants and Research Grants less than 280 million VND.
2. Project Grants and Research Grants between 280-700 million VND.
3. Core Funding Grants of up to 2.8 billion VND/year for a maximum of three consecutive years.
4. Technical Assistance and Capacity Development Grants may be available to grantees.

Both hard and soft copy (CD written) of proposal in JIFF forms in Vietnamese, only, and shall be delivered **before 17:00, 29th April, 2011**, to the following address:

Justice Initiatives Facilitation Fund (JIFF)
Unit 708, 11 Tran Hung Dao, Hoan Kiem, Hanoi
Phone: (04) 39336034/35 | Fax: (04) 39336040

Please visit the JIFF Website at www.jpp-jiff.org.vn to view more information about the selection criteria, application process and to download application forms.

JIFF will organize Justice Initiatives Workshops in Hue on the 1st of April 2011, in **Ho Chi Minh City on the 5th of April 2011**, and in Tuyen Quang on the 8th of April 2011 in an effort to provide further information and assist with proposal writing. Confirmation of attendance should be made to JIFF at least three (3) days before the workshop date.

NPO Resources

FREE: Workplace Safety Brochure

Hesperian, a U.S. based non-profit publisher of books and newsletters for community-based health care, is offering free downloads of its 4-page brochure, "**Fighting Factory Fires: 100 Years after the Triangle Fire.**"

The 4-page pamphlet combines stories, activities, and simply-written and illustrated information to empower workers around the world to organize for improved safety in their workplaces.

It is designed to be shared, adapted and translated. You can download it for free [here](#). (Sorry, English only)

An interesting meeting in Hanoi

The [Capacity Development Working Group \(CDWG\)](#), which includes representatives of both local and international NPOs and is hosted by the VUFO-NGO Resource Centre, will hold its next meeting in Hanoi in April. The theme of the meeting will be around the topic of "Leadership."

Meeting details are as follows.

Date: Wednesday, 20 April 2011

Time: 9:30am - 12:00pm

Location: VUFO-NGO Resource Centre, La Thanh Hotel, 218 Doi Can, Hanoi

Please email to Ian Bromage (ian.bromage@btinternet.com), Co-chair of the CDWG, if you would like to receive a detailed agenda and information.

Note: The CDWG seeks to reduce the vulnerability of disadvantaged people in Vietnam by contributing to helping local organisations - whether non-governmental organisations, civil society organisations, self help groups or government bodies - to improve their recognition, performance, efficiency and social accountability through mutual learning on capacity development and encouraging initiatives on the issue.

Opportunities for NPOs

SCC is Recruiting Disadvantaged Youth for an Upcoming Hospitality & English Language Training

Saigon Children's Charity

Saigon Childrens Charity (SCC) is now recruiting for its 8th round of hospitality and English language courses, which are offered free of charge to disadvantaged young people who have an interest in and an aptitude for the hospitality sector. The six-month course provides students with English training, hospitality skills, life skills and basic computer skills and helps them get paid-work after graduating.

Criteria for Eligibility: Youth, between the ages of 18 and 25, in having completed secondary and high school. SCC is seeking enthusiastic candidates who wish to work in the hospitality industry. Candidates will be asked to submit a deposit of VND 300,000. The money will be repaid after the student completes the course and gets a job in the industry.

Applications will be accepted from now until 18/04/2011. If your NPO knows someone who is eligible to apply, please advise them to send in their application to the SCC Office (59 Tran Quoc Thao, Fl.1, ward 7, D.3, HCMC). Training venues are located in District 1 and 4, HCMC.

If you have questions or would like further information, please contact Ms. Phan Thanh Thuy Hang at hang@saigonchildren.com or (84 8) 3930-3502 – ext. 103 for more information.

1. Training course on "**Participatory Needs Assessment and Community Development Planning**" from April 13 to 16, 2011.
2. Training course on "**Staff Management**" from April 21 to 22, 2011.

Organization: Social Development and Training Center
Venue: Ton Duc Thang University

The above training courses give opportunities for NPO staff to build their capacity in implementing projects and managing organizations. Please find more information [here](#).

NPO staff participating in these course are eligible to receive a 20% discount on the training costs.

For more information, please contact Mr. Le Trung Bao
Executive of Community-Based Training
SOCIAL DEVELOPMENT TRAINING CENTER (SDTC) - TON DUC THANG UNIVERSITY
Address: 98 Ngo Tat To St., Ward 19, Binh Thanh Dist., HCMC, VietNam
Tel: (84 8) 2242 6789 - Fax: (84 8) 3840 4894
Cellphone: (84) 93 797 5445
Email: sdtc@tdt.edu.vn - Website: <http://sdtc.tdt.edu.vn>



know one, teach one

KOTO is Recruiting Disadvantaged Youth to Join A Free Vocational Training Program to Study Cooking and Hospitality

KOTO, a not-for-profit restaurant and vocational training program designed to benefit street and disadvantaged youth in Vietnam, is hosting an information session for prospective candidates to join its fourth training course in HCMC, which will begin in July 2011.

If you work with street or disadvantaged youth that might be interested in this program, please join this Information Day and/or encourage your beneficiaries to join as well.

- Date/Time: 8 April 2011, 8 a.m. – 3 p.m.
- Venue: **KOTO Sài Gòn Training Center**
829 Huynh Tan Phat, Phu Thuan Ward, D.7, HCMC
- Candidates: Vietnamese street and disadvantaged youth (Male or Female) from 16 to 22 years of age located in Southern Vietnam (South of Da Nang)
- Information Day Objectives:
 - Introduce the KOTO curriculum to prospective candidates; parents of prospective candidates and NPOs that are working with street and disadvantaged youth;
 - Provide information on the eligibility and enrollment process;

For more information, please contact KOTO at: **0934088577**. You may also wish to visit the KOTO website for further information: www.koto.com.au.

“Strengthening Community Power Program” from Australian Business Volunteers (ABV)

ABV Experts are interested in supporting your NPO with a short term project, ranging from 1 to 6 months. These volunteers can support your NPO in establishing a training program, financial management, marketing, life skills, HR, systems management, social work, IT and more.

For more information or to sign up for anan ABV Expert to work with your NPO, please contact Ms. Phung Ha Phuong Ly (Business Development Coordinator of ABV in Vietnam) at phung.phuongly@gmail.com or **0906780978**.

Call for Applications for Residencies at the Rockefeller Foundation Bellagio Center

Deadlines: May 2, 2011

Through conferences and residencies, the Rockefeller Foundation Bellagio Center, in Northern Italy, supports innovations that change the way we solve global problems. Here people of diverse expertise and backgrounds come together in a thought-provoking, collegial environment that helps promote impact on a wide range of world issues.

The Residency Program allows for one-month of focused work, uninterrupted by the professional and personal demands of daily life, in a diverse and stimulating community of fellow residents. Residents include an international cohort of scholars, scientists, journalists, writers, artists, non-governmental organization practitioners and policymakers. In addition to time for writing, creativity and reflection during the day, building new connections and collegial interaction with other residents is an integral dimension of the Bellagio experience. Meals and informal presentations of residents' work afford an opportunity for dynamic discussion and engagement with each other. The combination of quiet time for individual, focused work and connections with such a diverse cohort is unparalleled.

Residencies typically last four weeks, and spouses/life partners may accompany residents. Joint applications from co-authors are also welcome. Applications for scholars' and artists' residencies are due by **May 2, 2011**, for

residencies scheduled between February and August 2012. (Residency applications will be due on December 1, 2011, for the residency period of August through December 2012.)

Applications from practitioners and for conferences are accepted on a rolling basis.

To apply, and for more information, please visit

<http://www.rockefellerfoundation.org/bellagio-center>

or download a brochure at

<http://www.rockefellerfoundation.org/news/publications/rockefeller-foundation-bellagio-center>

Hanoi Information Session: Friday, April 1, 5:00-6:00 pm

An information session about eligibility, application requirements, and program details for the Bellagio Center Residencies will be hosted by the Institute of International Education (IIE) on Friday, April 1, 5:00-6:00 pm at the IIE office:

Institute of International
Education (IIE)
C9 Giang Vo
Ba Dinh District, Hanoi

Please register in advance for this session by emailing [Chu Hoai Ngoc at chngoc@iievn.org](mailto:chngoc@iievn.org) or calling 043726 2524 (ext. 104).