

News and Events of the LIN Center for Community Development

Workshop on Effective Networking



It is not easy to approach and make friends with strangers. It is even harder when that stranger assumes we want something from him/her.

These difficulties were addressed during the most recent NPO Workshop: “Effective Networking,” which took place on 12

August 2011 at Xu Restaurant. Ms. Nguyen Thi Viet Thanh – Founder and CEO of Anphabe.com, gave a practical and highly engaging presentation, putting into practice her version of the 7 Habits for Effective Networking for the 40 NPO representatives in attendance.

“Networking is about building positive and sustainable relationships,” said Mrs. Thanh, emphasizing to participants that, *“networking takes place anywhere, anytime”*. How to not be shy or how to avoid talking only to your friends and existing contacts are two obstacles for inexperienced networkers. To demonstrate the good habits, participants were challenged to apply the techniques required when meeting and talking with someone new throughout the workshop.

The etiquette of communication, from one’s appearance, handshake, exchange of namecards and the way one excuses herself or himself from a conversation, were discussed through visuals and practice scenarios. Mrs. Thanh shared her own experiences to help participants to better understand the importance and impact that these good habits could make.

She talked about the importance of the “elevator pitch,” a technique to quickly introduce and impress potential partners, clients, donors. A person will only have a couple minutes to introduce himself/herself, the work they do and how the other person might get involved, thus brevity and clarity are key. “The elevator can be used to attract the listener [such as potential sponsors] and get them to ask for more information.” During the workshop, Ms. Thanh challenged participants to write and simulate their introduction. A few did so in front of the group and received feedback on how to improve their pitch. Mrs. Thanh recommended that people practice their introduction many times, out loud, and continue to learn from their experiences on how to improve the pitch the next time they use it.

Ms. Thanh observed that the NPO sector does not manage and nurture relationships well enough, even though this work is essential in order to build a network that can sustain the organization. At the end of her presentation, Mrs. Thanh emphasized the importance of being “honest, trustworthy, and oriented to finding win-win situations,” as these characteristics are the key to successful relationships.

Click here to download a copy of the presentation: [The 7 habits of highly effective networkers](#)

LIN Center (Translated by: *Le Nguyen Van Anh - LIN Volunteer*)

NPO Audit and Financial Management Training



With support from Irish Aid, 16 staff representing 9 not-for-profit organizations participated in the first of 4 half-day training sessions, organized by the LIN Center, on auditing and financial management for NPOs. Ms. Vu Thi Thanh Tam, Senior Audit Manager at Mazars Vietnam, facilitated the first training session, focusing on project finance and related matters.

The training took place on 20 August 2011 with the venue support from Horizon Capital Group. The September training sessions will take place on 10 & 24 September 2011.



The LIN Center would like to congratulate and wish a Happy Birthday to Ms. Elizbeth Phạm, a LIN board member. Thank you for your support to the LIN Center, especially your contributions for the improvement and strategic development of our programs.

Meeting with the Executive Director of A Child's Right

Earlier this month, 18 representatives from 13 local not-for-profit organizations met with Mr. Eric Stowe, Executive Director of *A Child's Right* – a U.S. NGO with a mission to “change the lives and improve the health of vulnerable children around the world by providing clean, safe, purified water”. Over the past 4 years, *A Child's Right* (ACR) has supplied safe and clean drinking water to 250,000 children in Cambodia, China, Ethiopia and Nepal.



ACR provides water purification equipment, training and 10 years of support to its local partners, which include: orphanages, street shelters, rescue homes, schools and hospitals in urban and peri-urban centers. The organization recently received funding to expand its work into 12 new countries, and Vietnam is one of three countries ACR will focus on first.

ACR came to Vietnam looking for beneficiaries - prospective NPO partners that might benefit from their support. For this purpose, the organization reached out to the LIN Center in hopes of meeting with HCMC based organizations interested in a possible partnership. LIN organized this meeting on 9 August 2011, with support from Horizon Capital Group, which sponsored the meeting venue and drinks.

During the meeting, Mr. Stowe described the services and benefits provided by ACR as well as the criteria and process for local partner selection. He also spent time answering questions and concerns from the thirteen organizations that attended the meeting.

“... all our equipment is made in the US. We use the same equipment that would clean the water in any KFC, any top hotel in HCMC... We've seen a lot of filtration equipment [in Vietnam] that goes unused. ... it is too technical, too cumbersome. As such, it goes unused ... We've built equipment that is easy to use, easy to maintain...”

While ACR's past partner organizations were much larger than LIN's NPO partners (in terms of the number of beneficiaries served), the organization is developing water filtration systems that are more appropriate for smaller sites.

Ten of LIN's NPO partners have already expressed their interest in collaboration with ACR. Over the next month, ACR's team of specialists will conduct an elaborate analysis of the water sources at their project sites to identify, (1) whether the water is potable, and (2) whether ACR's filtration system is appropriate for the site. They hope to identify initial partners and begin installations as early as this November.

ACR sends kudos to LIN:

"I have worked in a dozen countries over the last decade with hundreds of NGOs, and LIN is one of the only examples of collaborative cross-sector ideation and deep networking I have come across. It is no exaggeration to say that you saved us months of exploratory work by bringing together so many content-rich organizations in to one setting."

– Eric Stowe, ACR Founder & Executive Director

MISSED THE MEETING BUT INTERESTED IN A PARTNERSHIP?

Interested organizations may feel free to approach *A Child's Right*. Feel free to email ACR directly (eric@achildsright.org) or via LIN (npo@LINvn.org).

LIN Center (Translated by Vu Nhat Tan - LIN Volunteer)

LIN Promotes Volunteerism During the RMIT Career Fair 2011

Over 300 students and guests visited the LIN booth at RMIT's Career Fair 2011 to learn about our activities and volunteer opportunities the morning of September 12, 2011. The fair is an annual event organized by RMIT International University Vietnam, which provides an opportunity for employers (corporations and NGOs) to introduce opportunities to RMIT students and alumnae. At the event, 70 RMIT students registered to volunteers with LIN.

Ms. Nguyen Thi Thanh Truc, LIN's Volunteer Coordinator summed up the day, *"The LIN Center would like to thank RMIT Vietnam for inviting us to participate in this event. It helps us to outreach and connect with RMIT students as well as companies participating in the fair. We are also happy to see many students interested in LIN's activities and volunteer opportunities."*

Below are some photos from the event:



Collaborative Games Training with PLAY

Through LIN, Agyatmitra and Swati Bhatt, co-directors of PLAY (Peace Leadership and Youth) – a NPO based out of Pune, India, took time out of their holiday in Vietnam to lead a full-day training course on collaborative games for NPO staff working with children and teenagers. The PLAY trainings are designed to build self-esteem of children, to foster leadership skills among young adults and to promote peace and understanding,

With experience in collaborative games training in India and around the world, the two facilitators created a meaningful training experience for 25 NPO staff working with children in HCMC. While the concept of using games to educate children was not new to the participants; they were not as experienced in methods for integrating games into a child's formal and informal education, using games strategically and determining whether a game meets an organization's core values for child education. The PLAY leaders' methods made a positive impression on all of the participants.

Among the core values that PLAY established for its games were: respect for children, encourage the participation by all people (but do not force it), absence of judgement, there are no winners or losers (no rewards or punishments), create a safe environment, role modeling and having fun. PLAY's approach made participants think about games in a new way and participants said they would now consider changes to the traditional games and practices of Vietnamese social workers, trainers and facilitators.

By the time the day was up, Agyat and Swati had played 21 games and introduced other techniques that could be used by teachers/facilitators/social workers to work with children respectfully. Each of the participants was asked to prepare, for themselves, an action plan, to think about ways to incorporate some new games into their programs and activities. Mr. Phong, Director of Mai am Thien an, said he was impressed with the games and he would think about ways to adapt them to the children he works with, who are all visually impaired.

At the end of the training, Swati and Agyat encouraged the groups to consider registering a "peace club" with Play for Peace (PFP) and/or becoming a partner in Vietnam. If you may be interested, you can visit the website [here](#) for more information.

The PLAY training was organized by LIN Center on Saturday, 27 August 2011 with the venue support from Disability Resource and Development (DRD). On behalf of LIN Center and all the participants, we would like to thank DRD for their generosity!



LIN Team Attend PATC/MSD Seminar on INGO-VNPO Partnerships in Vietnam



On 25 August, the LIN Center team participated in an exchange about partnerships between local and international non-profit/voluntary organizations in Vietnam. The seminar was funded by the Project Advice Training Centre

(PATC), with on the ground support and facilitation from the Research Center for Management and Sustainable Development (MSD). 38 representatives from 19 organizations, including 7 INGOs, 12 VNPOs, attended. Also traveling to Hanoi, from HCMC, were representatives from the Ho Chi Minh Child Welfare Foundation, Little Rose Shelter, the HCMC HIV/AIDS Association and NGO Fontana.

At the seminar, Mr. Nguyen Ngoc Lam – MSD President gave a presentation on civil society organizations in Vietnam, shared features of CSOs, the associated laws and common roles as recognized by the Vietnamese government. He also alluded to current challenges and made recommendations for improvement such as, “CSOs need to be more professional... link up with other organizations to increase capacity and organize activities according to your mission, rather than funds available”. He also encouraged CSOs to “speak out” – to share their experiences and challenges both among themselves but also, importantly, with the government. He then cited a Vietnamese proverb, to explain the importance of such advocacy efforts, “If the child is not crying, the mother will not feed him.”

In the afternoon, Mr. Johannes Nordentoft, a PATC Consultant, shared his thoughts on the context for Vietnamese civil society, based on his findings after a month in Vietnam meeting with Danish INGOs and their local partners. During the seminar, Mr. Nordentoft presented his findings and asked participants to comment further on the “added value” that such partnerships offer, in terms of development in Vietnam. PATC currently has 14 member organizations working in Vietnam and 7 active projects financed through PATC.

Two weaknesses of VNPOs, recognized by PATC and confirmed by VNPOs themselves, was the absence of long-term, strategic planning and the need for organizational development and capacity building. One of Mr. Nordentoft’s recommendations was to consider the benefits of core funding vs. project funding. In talking about the work of Danish NGOs in Vietnam, he stressed the importance of setting a good example, promoting networking and alliances among different organizations; meanwhile, integrating capacity building programs to strengthen local partners.

In light of Vietnam’s progression to a middle income country and the real and perceived threat that international aid funds may soon leave Vietnam, Mr. Johannes Nordentoft presented an overview of funding possibilities for civil society development in Vietnam. Participants were given a list of 40 such opportunities, which can be download from LIN’s website at: [NPO Resources](#)

Upcoming Events

NEW! - Networking for a Cause

First Event Topic: "Combating Human Trafficking in Vietnam"

14 September 2011

Networking For A Cause

"Combating Human Trafficking in Vietnam"

Discussion Leaders

- Mrs. Tô Ngọc Minh Sương, Pacific Links Foundation (ADAPT)
- Ms. Lily Le, Mast Industries

Date 14 September 2011

Time Happy Hour (6pm to 8pm)
6-6:30 Networking
6:30-7 Group Activity
7-7:30 Discussion
7:30-8 Networking

Venue L'uisine (1st Floor, 151 Dong Khoi Street, District 1)

Price VND 180,000 (register, in advance)
VND 200,000 (at the door)

One drink, canapés and one raffle ticket (your chance to win a free round of golf at The Montgomerie Links Golf Course, Hoi An)

RSVP info@LINvn.org (register, in advance, and save!)

DID YOU KNOW?

22,000 women & children have gone missing in Vietnam in the past 5 years.

VN Ministry of Public Security (2010)



Networking For A Cause is an initiative of the LIN Center for Community Development designed to connect socially-responsible businesspeople with community development practitioners for informal conversations on important topics. This forum for exchange seeks to build a strong, connected community by bringing people together to talk about community issues while learning from best practices in public-private partnerships.

IMPORTANT: LIN GRANT ALLOCATION (Round 2, 2011)

LIN would like to thank all the NPO partners who submitted applications for the 2nd LIN Grant Round. The Grant Allocation Committee will be evaluating the applications and will meet with Applicants later in the month of September. Should you have any questions, please contact us at npo@LINvn.org or (84 8) 3824-6091.

Irish Aid Audit and Financial Management Training
September 10 and 24, 2011

During the month of September, there will be two Audit and Financial Management Training Courses on the following dates:

Session 2: **10 September 2011**

Session 3: **24 September 2011**

Time and venue will be informed directly to committed participants from the nine organizations a week before. Thanks to Irish Aid for sponsoring this program. For any questions, please contact us at: npo@LINvn.org or [\(84 8\) 3824-6091](tel:(848)3824-6091).

Third Meeting of the NPO Advisory Group
21 September 2011

Contents of the meeting: (1) Sharing overview of civil society organizations in VN;
(2) NPO capacity building (Standards vs. Certificate);
(3) LIN Grant Round December 2011

All NPO/NGO staff that may be interested in one or more of the above issues and would like to participate in this meeting, please contact us at: npo@LINvn.org so we can share the meeting details.

About the NPO Advisory Group

The **NPO Advisory Group** is an initiative of the LIN Center. The idea was to create a core group of Vietnamese staff working at local and international NPOs/NGOs in HCMC that could advise LIN on our NPO support programs.

In 2011, the NPO Advisory Group will meet every 3 months to discuss different issues relating to NPO sustainability, key roles of NPOs in the Community and how LIN can help NPOs to become stronger and more professional.

Individuals working with an NGO/NPO are welcome to join the advisory group, share ideas, experiences and challenges. If you are interested in participating in this group, please contact the LIN team at: npo@LINvn.org.

Donor's Corner

- **Donor Update: 17 NPOs respond to Maersk's call for proposals**

In July, the LIN team was hired by Maersk Lines Vietnam - the leading container shipping company in the world - to provide philanthropic advisory services. On the company's behalf, LIN disseminated a call for proposals to identify one or more grantee to receive a total of 100 million Viet Nam Dong for projects addressing environmental issues and/or education needs in or near Ho Chi Minh City.

With three weeks to respond, seventeen not-for-profit organizations submitted grant applications before the deadline. And among the applicants, half were projects run by one of LIN's NPO partners.

The Maersk team is currently reviewing the submitted applications and, by mid-September, they will have developed a shortlist of projects that meet their criteria and desired characteristics. Throughout the month of September, Maersk may request a site visit and/or follow-up with LIN to request further information about one or more proposed project. Then, once a decision has been made, LIN will support the Maersk team and the designated beneficiary with the drafting of a grant agreement.

In our effort to help local people meet local needs, LIN aims to advance a more efficient and responsive philanthropic environment and strengthen the communities in which we live and work. If you would like support with your own community engagement effort, whether you wish to donate money, goods or services, please don't hesitate to contact LIN for support at: donor@LINvn.org.

How to say thank you to a donor

Hansjuerg Moser (*LIN Skilled Volunteer & Philanthropist*)

Expressing thanks to donors belongs to the most important communication actions of an NPO. Why? Simply because if you should say thank you to someone means that this person, company or organization already made a commitment in form of money, in-kind donation, time or advice to you. If you imagine that donors are the basis of your activities and how difficult it is to get and keep them involved, then you surely agree: thanking is one of the most important fundraising tools. So let's have a look at different aspects and how to do it best and most effective:

Content & message

Consider that giving is always triggered by a certain motivation or a set of motives of the donor: e.g. to make a direct difference, to engage in a personal issue, to help overcome injustice. The donation is only the visible, ostensible action. More important for the donor is the feeling that his aims and maybe hidden wishes came true.

So saying thanks to a donor in an effective way means to give thanks for the *results* your NPO achieves with his donation. "Thank your for your dollars" is nice, but "your donation made it possible to send ten kids to school" or, still better: " the family Nguyen never expected that their daughter Van could finish high school, but thanks to your donation she is now studying nurse" is much more rewarding.

Not the money or other forms of donation, but specific results are central. If ever possible, give an outlook about future activities and needs, thus motivating the donor to stay involved - and he surely will donate again, because you thanked him for his personal success of doing well, and not to underestimate increase of his self-confidence.

Form & design

The donor's commitment is always personal; your giving thanks to him has to be likewise. So be authentic, specific and concise, reflect the donors aims and motives, thus avoiding generalities and meaningless expressions. Don't use a standard text.

Here are some ideas about possible forms of saying thank you:

- Personalized letters: The classical form is the letter. Use the donor's correct and full name in the address and in the body of the letter. Present two senders with their full name, function and signature. *Never use a printed or copied version of a thank-you letter.*

Avoid email because it's already considered as mass media.

Other, additional possibilities are

- Use a meeting to honor donors officially
- Organize a donor jubilee
- Prepare a meeting between donors and beneficiaries
- Publish a portrait of your donors in a special column of your website
- Create your donor's club on facebook and other social media platforms

Giving thanks in this way may be demanding and may take time, but it will also reward you with a donor who is motivated to stay involved and to give more in the future.

Seminar:
“Roles of HCMC Civil Society Organizations working on AIDS prevention”



On one Friday afternoon, 12 August 2011 the HCMC Technical Working Group (TWG) collaborated with the Vietnam Civil Society Partnership Program on HIV/AIDS (VCSPA) to organize a seminar on, “[The] Roles of Civil Society Organizations working on AIDS prevention”. At the seminar, participants shared experiences, models and practices of HCMC AIDS prevention programs. It also connected HCMC CSOs, and self-help groups with other NGOs/PNOs.

If you are interested in receiving information from TWG, please contact Ms. Ngoc Tram at: tranthingoc.tram@gmail.com



**Center for Research, Consultancy and Education of the Deaf
and Hard of Hearing (CED)**

4 Nguyễn Thị Huỳnh, Phường 8, Quận Phú Nhuận, Tp.HCM

Tel: 84-8 6683 7494

Email: founder.ced@gmail.com

Website: www.trungtamkiemthinh.org

Introduction of Training Session of CED in HCMC

The Center for Research, Consultancy and Education of Deaf and Hard Hearing (CED) would like to inform NPOs of the following, on-going training sessions open to members of the community:

1. Culture Education Program for the Deaf, Hard-of-Hearing and Illiterate People:

The session will address:

- ✓ Learning Vietnamese, meaning of vocabulary and objects
- ✓ Learning Sign Language
- ✓ Learning expressions to help other people understand us
- ✓ Learning life regulation and social regulations

2. Program for teaching English to people who are ready to immigrate to another country

- ✓ Help with reading, understanding and writing
- ✓ Conversation through writing

Course tuition fee may be paid as follows:

- ✓ 100,000 VND/hour/person
- ✓ 1,500,000 VND/month, paid at the beginning of the month.

Please contact Ms. Nhan Nguyen for more information:

Email: founder.ced@gmail.com

Telephone: 84-8 6683 7494

Cellphone: 01647 513 817

Working hours: From Monday to Friday (8 a.m to noon, 1.30 p.m. to 5 p.m.)



would like to invite educators, staff and disability professionals
to join an interactive workshop about:

Inclusive Education

on

Friday 9 September 2011, 8.30a.m. – 11.00a.m.

at

Disability Resource and Capacity Development (DRD)

(91/ 6N Hoa Hung street, Ward 12, District 10)

Workshop will be in Vietnamese with English translation if needed.



Saigon Children's Charity



RSVP: Mrs Van Anh – 0120 321 4500

annelaure@maison-chance.org

by Friday 02 September 2011

Training course on "**Developmental Project Evaluation**" occurred from September 12 to September 16, 2011 at Ton Duc Thang University which organized by Social Development and Training Center (SDTC).

The course is designed for project officers, project managers, and other individuals who are working in development project field. Local social staff will be discount 20% tuition.

Deadline for registration: **September 5, 2011.**

Please contact:

Mr. Le Trung Bao

Executive of Based-Community Training

SOCIAL DEVELOPMENT TRAINING CENTER (SDTC) - TON DUC THANG UNIVERSITY

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Tel: (84 8) 2242 6789 - Fax: (84 8) 3840 4894

Cell: (84) 93 797 5445

Email: sdtc@tdt.edu.vn - Website: <http://sdtc.tdt.edu.vn>