



News and Events of the LIN Center for Community Development

RMIT students from Vietnam and Australia join hands in supporting local NPOs



WIL project team with LIN and Nhat Hong Representatives

On Tuesday afternoon, 22 February, representatives from three NPO Partner organizations, including Tinh Than Program, Nhat Hong Shelter and LIN (on behalf of Khanh Hoi Social Centre for Orphans), came to the RMIT campus to attend presentations by project teams combining RMIT Vietnam and RMIT Australia students. The presentations summarized outcomes from students' work integrated learning (WIL) projects, a volunteer work-study program that is designed to benefit local not-for-profit organizations.

Over the course of the WIL program, 10 February to 20 February 2011, the mixed group of RMIT students dedicated all of their time, skills and energy to address a specified need of three different NPOs:

- **Tinh Than Program** (Need: Develop an environmental health education program for people living in poor areas of HCMC): In addition to a report and environmental scan, the WIL team developed three sample products that the NPO can use immediately: a poster and brochure endorsing healthy habits; a modified version of a well-known, Vietnamese song promoting environmental protection; and a coloring book, designed for children, to encourage proper garbage disposal.
- **Nhat Hong Shelter** (Need: Develop informational materials for stakeholders): Students developed three, professionally designed and editable brochures targeting different stakeholders - "Early intervention for visually impaired children between 0 and 5 years of age"; "Consultation services for parents and those who care for visually impaired children"; and an "Overview of Nhat Hong Shelter."

- **Khanh Hoi Social Centre for Orphans** (Need: Develop marketing materials for current and prospective donors): the WIL students helped to design a website and brochure to attract prospective donors. Both sample products were designed to be easily edited and updated by NPO staff.

NPO partners were pleasantly surprised by the realistic products and recommendations produced by the WIL student teams:

“On behalf of Nhat Hong Shelter, I would like to express my deepest appreciation for the precious support of RMIT students and LIN organization. We have long desired for some fliers to introduce Nhat Hong’s activities to the general public, but have not been able to create any. And now, we are delighted to receive 3 professionally designed fliers that capture my utmost interest and satisfaction” – Sister Thúy from Nhat Hong Shelter

Despite the challenge of limited time, the WIL students were also pleased with their experience:

“It has been quite a strenuous time for us as we had only 2 weeks to search for the right information and come up with appropriate designs. Then, our drafts were subjected to several rounds of modification as advised by design experts. But it was really worth the effort! We have retrieved precious learning from the project and obtained tremendous support from the non-profit organizations. I dearly hope that more and more projects of this type will be organized to support non-profit organizations in their meaningful quests” - Hồ Thái Bình, the RMIT Vietnam student and WIL project team member.

This is the first time LIN Center engaged in RMIT’s WIL program, matching our NPO partners’ needs with the skill sets and availability of WIL team members . “This invaluable experience will help LIN realize the potential for introducing a new volunteer matching strategy, engaging teams of multi-skilled volunteers to support our NPO partners,” observed Son, LIN Deputy Director and NPO Liaison.

The experience also helped to inform an upcoming NPO Capacity Building Workshop, “Designing effective marketing materials for NPOs”, which LIN will host on 10 March (kindly refer to the “Upcoming Activities” section on page 4 of this newsletter for details). A representative from one of the RMIT WIL teams will attend the workshop to share their experience producing marketing materials for two local NPOs.



Sample Outcomes of the WIL projects

LIN Center (Translated by: Vu Nhat Tan)

Women's Charity Association Scholarship Program



Ms. Thur (LIN volunteer) presents scholarships to children

On Sunday morning, 12 February 2011, a LIN Center representative joined the HCMC Women's Charity Association at a ceremony to grant 35 scholarships to disadvantaged students in HCMC. Also attending the ceremony were the students' parents and representatives from Women's Union throughout HCMC. In addition to the scholarships, which were co-funded by a grant from the LIN Center, WOCA also gave out small Tet presents, which included notebooks and confectionery.

"These scholarships, worth VND 600,000, 800,000, and 1,000,000 for primary, lower-secondary and upper-secondary students respectively, are just a small support to the children and their families to help cover the cost of their education. The scholarships are meant to encourage students to study harder," said Ms. Doan Le Huong, Chairwoman of the Women's Charity Association.

Receiving the scholarship for the fourth year in-a-row, Thanh expressed his gratitude, *"I am really grateful to the Association for helping me to continue my education. The scholarship motivates me to study and acquire knowledge so that I can someday be able to repay my parents and the Association for their support."*

The Women's Charity Association received a grant of VND 27,000,000 from the LIN Center to provide scholarships to needy students. The students were selected based from a list of children in need submitted by the Women's Unions of different Districts and Wards throughout the city. After a year, the Association will review the scholar's study results and tuition receipts to measure the impact of the scholarship program.

(Translated by Vu Thi Quynh Giao)



The deadline for LIN's first grant round of 2011 is **March 31st**. Please send your grant application to us at: npo@LINvn.org.

If you have any questions, please contact us at: son@LINvn.org or (84 8) [38246091](tel:38246091)

You can find information about the LIN grant here: [LIN Small Grant](#).

Upcoming Events

NPO workshop “Designing Effective Marketing Materials for your NPO” Thursday - 10 March 2011

LIN Center is pleased to invite appropriate NPO representatives to participate in our next workshop, “**Designing Effective Marketing Materials for your NPO**”. The keynote speaker for this workshop is Mr. Do Cao Nguyen, Executive Creative Director of Cli2per Indochine VN (www.cli2per.com), a full service creative studio offering advertising, branding, graphic design, illustration and other services.

Mr. Nguyen’s company has designed logos, identity systems and/or branding for many well known companies operating in Vietnam, including Pho 24, PetroVietnam, Tran Phu Printing Company, Nhip Cau Dau Tu, Phu Ninh Mineral Water, and many more. Outside of the company, Mr. Nguyen also teaches “Creative Thinking” at the HCMC University of Economics.

Objectives of the workshop:

- **Introduce techniques and tools for marketing your NPO;**
- **Identify challenges in marketing for NPOs;**
- **Promote greater community awareness of NPO activities through the development of marketing and communication tools;**
- **Encourage networking and experience sharing among NPOs.**



BONUS!!! One lucky NPO attending the workshop will also have a chance to receive up to six-months of free marketing/design support from the team at Cli2per Indochine Vietnam. *(Thanks to the Cli2per team for their generous offer!)*

Other NPO partners will have an opportunity to submit a request for a Skilled LIN Volunteer who can support their staff in developing a marketing plan and/or materials.

Location: *XU restaurant (71 – 75 Hai Ba Trung, D.1, HCMC)*
Time: *08 a.m to 12 p.m, Thursday, March 10, 2011.*
RSVP: Email: npo@LINvn.org, or Tel: [08 38246091](tel:0838246091)

Social Entrepreneurs Meet to Connect and Develop!
LIN joins CSIP, once again, to promote Social Entrepreneurship in HCMC
Thursday - 03 March 2011

For the second year in a row, the LIN Center partners up with the Centre for Social Initiatives Promotion, YBA, KPMG and the British Council to spur on the social entrepreneurship movement in Ho Chi Minh City.

CSIP: A social entrepreneur (SE) is someone who uses their entrepreneurial qualities and skills to organize and manage an enterprise or organization to address a specific social or environmental problem. Unlike business entrepreneurs, who measure their success by returns and profits, social entrepreneurs measure their success by the social changes they make possible.

On Thursday, March 3rd, LIN will be co-hosting a seminar and networking event to build understanding and raise awareness about the SE movement; to introduce CSIP's 2010 SE fellows and their projects; and to facilitate networking and partnerships among business and NPO networks in and around Ho Chi Minh City.

Featured panel speakers include: CSIP's 2010 SE fellowship winners; Mr. Cao Tien Vi - Saigon Paper; Ms. Robin King Austin – VinaCapital Foundation; Ms. Vo Thi Hoang Yen – Disability Resource and Development and more.

About CSIP: The Center for Social Initiatives Promotion (www.doanhnhanhanoi.org) provides diversified support, including investment, training and information, to Vietnamese social entrepreneurs who are making significant contributions to education, healthcare, environmental protection, women and children's rights, and community development.

If you have questions about this event, about CSIP and/or social entrepreneurship, in general, please contact LIN at: info@LINvn.org.

The British International School Hosts FOBISSEA Community Fair & Conference
Saturday - 12 March 2011

The British International School (BIS) will be hosting the Federation of British International Schools South East Asia (FOBISSEA) for a Community Conference. As part of their conference, BIS is working with LIN Center to host a Community Fair, inviting all not-for-profit, non-government and charitable organisations to connect with FOBISSEA representatives as well as the BIS community of faculty, parents, students and community members in An Phu and throughout HCMC.

BIS enlisted the support of the LIN Center to help promote this event and attract local and international NPOs to participate in their community fair. NPOs participating in the fair will be able to set up informational booths to:

- **advertise their work;**
- **sign up new volunteers; and**
- **connect with potential donors.**

Location: The An Phu Primary School, multi-purpose room
225 Nguyen Van Huong, Thao Dien ward, D.2, HCMC
Time: 10:00 a.m. to 1:00 p.m.
Date: Saturday, March 12, 2011

Note: The LIN Center will have a booth at this event and we would like to welcome volunteers, NPO partners and friends to come and visit us, and our partner organizations, at this Community Fair. For details, please contact us at: npo@LINvn.org or [\(84 8\) 3824-6091](tel:84838246091).

First Meeting of LIN's NPO Advisory Group
Wednesday - 16 March 2011

On Wednesday, 16 March, LIN will host the first meeting of the NPO Advisory Group.

A new initiative - the NPO Advisory Group aims to help LIN bring better, more targeted support services to the not-for-profit community in HCMC. The group, which includes representatives from HCMC based NPOs, will meet with the LIN team, every other month, to provide feedback and advice on LIN services, events and programs. Feedback from the advisory group will help to inform LIN's workplan and ensure that LIN services meet the needs and expectations of our stakeholders.

NPO staff from partner organizations are welcome to join the NPO Advisory Group. In addition, we welcome local NPO Advisors and Experts. Please contact Mr. Son at: son@LINvn.org or [\(84 8\) 3824-6091](tel:84838246091) if you would like to participate in this meeting or have any questions about this group. (Note: meetings will be conducted in Vietnamese.)



*Introducing “**Together we can make a difference: A book of volunteer stories**” (March 2011)*

Composed of 14 stories, selected from over 100 submissions to LIN’s 2010 Volunteer Stories Competition, the book highlights inspiring stories by individuals who made meaningful contributions, to the community through their volunteer activities.

A limited number of books will be printed and presented to the authors, donors and NPO partners that host volunteers. If you would like to receive a free copy, please contact LIN at: (84) 8 3 8246091 (Ms. Truc) or volunteer@LINvn.org.

Hurry, as supplies will not last!



Giới thiệu

CẨM NANG PHÁP LÝ

Dành cho Doanh nhân và Doanh nghiệp xã hội

Earlier this month, the Centre for Social Initiatives Promotion released a new publication, “**Legal Manual for Social Entrepreneurs and Social Enterprises**” - documenting legal regulations and legal issues relating to the establishment and operation of social enterprises (SEs) under different organizational forms in compliance with Vietnamese law. The manual seeks to help individuals and entities that wish to set-up an SE and/or learn how to operate an SE in compliance with local laws. CSIP, Invest Consult and MSD co-created this manual, which is available for download at:

<http://www.doanhnhanxahoi.org/>.

JIFF Gives LIN Center a Grant to Promote Access to Justice through NPOs in HCMC

Starting this March, the LIN Center for Community Development will launch a new project, funded by the Justice Initiative Facilitation Fund (www.jpp-jiff.org.vn), to build the capacity of civil society organizations in facilitating access to justice for vulnerable populations in Ho Chi Minh City.

The project will be implemented in two phases. In phase 1, LIN will partner with a research firm to carry out a survey of NPOs in HCMC whose work supports vulnerable groups (migrant workers, people with disabilities, the urban poor, minorities, sex workers, etc). The survey will inform service challenges and capacity building needs of NPO staff in facilitating access to justice for their clients. In phase 2, LIN will organize workshops to strengthen the capacity of NPO staff so that they may be better able to facilitate access to justice for their clients.

The survey and the workshops will help improve NPO staff awareness of access to justice issues and will constitute the first steps in building an infrastructure and establishing a forum for effective dialogue and information sharing to improve access to justice for vulnerable groups in and around Ho Chi Minh City.

If you are interested to learn more about this project, or if you would like to get involved, please contact LIN at info@LINvn.org. A special thanks to our partner organizations, SISD, Florence Smidt-Nielsen and others for your support in drafting the winning proposal.

Check out LIN's 2010 Annual Report and 2011 Workplan

<http://www.linvn.org/?mod=content&act=view&cid=23§ion=news>

The [LIN 2010 Annual Report](#) is now available for download from LIN's website. In the report, you will find a detailed record of our 2010 programs and activities, income and expenses. The report also presents LIN's 2011 Workplan, which is what we hope to achieve this year.

Following is an overview of LIN's 2011 workplan:

NPO Support Services in 2011

- LIN will engage 30 new NPO partners
- Organize 3 grant rounds: April (deadline: 31 March), September (deadline: 31 August) and December (deadline: 30 November)
- Capacity building for NPO staff:
 - Marketing & Communications for 3 NPO partners (WILS RMIT)
 - Accounting and Auditing for 15 NPO partners (Irish Aid)
 - Facilitation Skills in Access to Justice for NPO partners (JIFF)
 - Other Skills: designing effective marketing materials; Networking; Succession planning; and/or Corporate fundraising.
- Establishment of an NPO advisory group
- Research - Release report based on 2009 study of community needs and priorities in HCMC.
- And more!

Volunteer Support Services in 2011

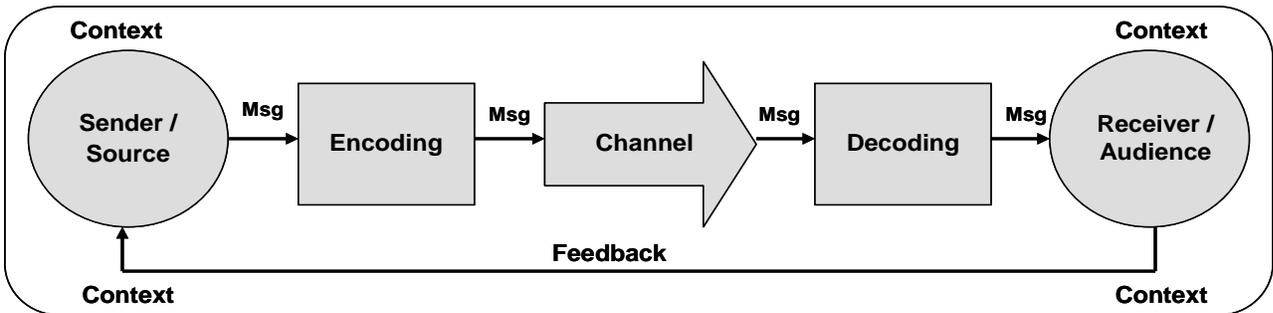
- 20 Skilled Volunteers matched with NPO Partners
- 30 to 50 Skilled Volunteers engaged to build the capacity of NPO staff
- Monthly newsletter for volunteers
- Release of a handbook containing Volunteer Stories
- 2nd LIN Volunteer Stories Competition
- Strengthen the HCMC Volunteer Network
- Co-Host the 10th Anniversary of International Volunteer Day in Vietnam
- Research: Corporate Volunteer Programs and/or Needs of Skilled Volunteers
- And more!

Donor Support Services

- Release the results of an online individual giving study
- Complete and disseminate the *Directory of HCMC Grantmakers*
- Capacity Building for Grantmakers
 - 2 to 3 roundtable meetings to promote best practices and information sharing
 - Broad engagement of donors in LIN's December NPO grant round
- Donor Advisory Services: Fiscal sponsorship; Beneficiary selection process; Site visits; Grant agreements; Monitoring & evaluation.
- And more!

How to communicate successfully

By Hansjeurg Moser (LIN Volunteer)



There is no life without communication. For human beings, communication is essential. Everyone communicates. Communication seems to be simple. But the process of communication is determined by many different factors, some of them we do not perceive in our day-to-day behavior. So let us look at the elements that form the communication process:

Sender / Source:

If you want to communicate a message, ask the following questions: Why do you want to communicate and what message do you want to transmit. What is your aim? List all your relevant purposes. Specify exactly what you want your receiver, your audience to know, think, or do. Consider possible feedback. Think of possible reactions and its effects on the course the communication process could take.

Encoding:

Encoding means the process of “translating” your message into words, images, symbols, signs your audience is able to decode, understand and interpret correctly. So you need to know your audience. Cultural issues, mistaken assumptions, missing information can be sources of confusion.

Channels:

There are different channels suitable for different communication forms. Channels vary in speed, accuracy of transmission, cost, number of messages that can be carried, number of people reached, efficiency and the ability to promote goodwill.

Face-to-face meetings, telephone- and video conferencing involve you as a personality and bring in the aspect of non-verbal communication like posture, gesture, body language.

Use oral messages to: Answer questions, resolve conflicts and build consensus, show emotion to help persuade the audience, get immediate action or response, focus the audience's attention on specific points, modify a proposal that may not be acceptable in its original form, specify exactly what the audience should do.

Written communication offers the receiver more time to reflect and understand, but does not show the senders actual feelings. Use written messages to: Present many specific details, extensive or complex data, minimize undesirable emotions.

Decoding:

Decoding is the process of “translating” the received message into the individual understanding of the message. This is influenced by social rank, position, knowledge, expectations, point-of-view, actual situation of the receiver. These factors can also lead to misunderstandings.

Receiver / audience:

Knowing and understanding your audience is fundamental to the success of any communication. So ask the following questions: Who is my audience? Why is my audience important? What do I need to know about my audience? What

characteristics of my audience are relevant for my messages?

Adapt your message to fit the audience's goals, interests and needs.

The outcome of communication may also depend on the "benefits" receivers get from your messages. Identify at least five "benefits" for your audience. Don't forget: What is a "benefit" will depend on your audience.

Message:

Make sure that the receiver / the audience is able to understand what you intend to say. Adapt the message to the audience, use conversational, not "academic" language. Create attention and interest. Show the audience members how they benefit from the idea, service or product, overcome any objections the audience may have. Use positive emphasis and visuals to clarify or emphasize your message. Last, but not least: Be sincere.

Feedback:

All verbal and non-verbal positive, negative or indifferent reactions from the audience must be taken into account before, during and after the communication. Be sure to respond and react accordingly: adapt, clarify, add detail, repeat your message or change your style (e.g., be more dynamic).

Context:

Everyone exists in a context. The influence of your origin, your background, your social and professional situation on your behavior is not always apparent, but it is relevant. The same is true for the audience. Likewise, the situation in which the communication occurs, the location or place, if it is formal or non-formal, good news or bad news, your relationship to the audience will affect the communication process. With this in mind, choose your language, style, wording and strategy carefully.

If you think this is too theoretical, here are 6 practical tips for successful communication:

1. Understand your own communication style:

- Self-awareness creates a positive and lasting impression on others.
- Understand how others perceive you.
- Avoid looking like a CHAMELEON by changing with every personality you meet.

2. Be an active listener:

- Listen with a purpose (e.g., to gain information, obtain directions, understand others, solve problems, show support, etc.).
- Don't let your mind drift away.
- Try to make others feel comfortable while listening
- Deliver feedback to affirm that you are listening.

3. Use Non-verbal Communication:

- In small groups, it is important to use eye-contact.
- Don't forget to smile. Smiling is a powerful cue that transmits friendliness, warmth, affiliation.
- Don't forget to use gestures, avoid appearing stiff or uninterested.
- Be aware of your posture and body orientation. You communicate messages by the way you walk, talk, stand and sit.
- Apply vocal elements, such as tone, pitch, rhythm and inflection to strengthen your communication.

4. Make your communication style captivating:

- Use easy-to-understand words.
- Avoid negative words or words with negative connotations.
- Avoid defensive or arrogant words
- - Use language your audience knows best.

5. Display a clear and concise message:

Be persuasive, be informative and use quantifiable information, when available.

6. Use visuals:

- Too much text will kill your message.
- Include visuals in your presentation to tell an interesting story.

Opportunities for NPOs

Training course “Facilitation as Core Competency”

The Mekong Institute is organizing a five-day training course on “*Facilitation as Core Competency*” targeting mid-level development professionals. This is not a conventional training course; it is a “Skills Studio” workshop emphasizing interaction and experimentation. The training is scheduled on 4-8 April 2011 and will be held at Mekong Institute Residential Training Facility in Khon Kaen, **Thailand**.

The workshop aims to build up presentation and communication skills of mid-level professionals in facilitating group meetings, creating an enabling environment for participatory decision-making, and engaging in strategic processes involving multi-stakeholders. It will be delivered in nine interrelated modules utilizing a variety of inter-active and experiential learning methodology and tools.

Mekong Institute provides a limited number of scholarships for this program. **Deadline for applications is 14 March 2011.**

Contact Ms. Nguyen Thi Hong Van, Associate Program Manager at van@mekonginstitute.org or tel: +66 43 202 411-2, ext 506 or find further information at: <http://www.mekonginstitute.org>

Social Development Training Center (SDTC) is organizing a training course on "Project Proposal Writing Skills", from 02 March to 04 March 2011 at Ton Duc Thang University, HCMC.

The course will introduce basic components in designing and writing project proposals, tools to develop a project and incorporate monitoring & evaluation strategies. Deadline for registration is 25 Feb 2011

For registration and further details, contact: Mr. Le Trung Bao, Executive of Based-Community Training

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

Address: 98 Ng Tat To St., Ward 19, Binh Thanh Dist., HCMC, VietNam

Telephone: (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>

Atlas Corps: Join the Network of Global Changemakers Apply NOW

Atlas Corps (www.atlascorps.org), started in 2006, is an international network of nonprofit leaders and organizations that promotes innovation, cooperation, and solutions to address the world's 21st century challenges. Atlas' mission is to address critical social issues by developing leaders, strengthening organizations, and promoting innovation through an overseas fellowship of skilled nonprofit professionals.

Profiled as a "best practice" in international exchange by the Brookings Institution and featured in the Washington Post as a model social entrepreneurship program, Atlas Corps engages leaders committed to the nonprofit sector in professional fellowships at organizations to learn best practices, build organizational capacity, and return home to create a network of global changemakers. *You too can join this network. Applications for September 2011 are now being accepted (starting Feb. 15, 2011)!*

The Atlas Corps Fellowship is a 12-month professional fellowship offered twice a year (March & September). Fellows serve at Host Organizations working on issues that complement their expertise. Fellows learn leadership skills while sharing best practices and supplement daily knowledge with theoretical topics presented in the Atlas Corps Nonprofit Management Series. Atlas Service Corps seeks nonprofit leaders from around the world to apply for a September 2011 Fellowship in the United States and Colombia. Expenses are paid in this prestigious 12-month fellowship program, including a living stipend, health insurance, and training.

Eligibility: 2 or more years of relevant experience in the nonprofit/NGO/social sector; Bachelor's degree or equivalent; English proficiency (oral, writing, reading); 35 years or younger; Applying to volunteer in a country other than where you are from; Commitment to return to your home country after the 12-18 month fellowship.

For more information: To serve in USA: <http://bit.ly/USA11F>; To serve in Colombia: <http://bit.ly/Colombia11F>