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# LIN Updates

## VIETNAM CAUSES

Managed by LIN Center for Community Development

We are thrilled to announce the launch of a new website called [Vietnam Causes](#)! The website is designed to streamline your access to local nonprofits while enabling two-way information sharing.

There are 60 NPOs signed up Vietnam Causes. We encourage local NPOs all over Vietnam, especially in the southern register. Donors, volunteers and anyone who cares about nonprofit community can help make the site really interactive by taking one or more of the following actions:

**1. [Find nonprofits](#) that you know and then “like”, share and/or add a testimonial to their page.**

You already know LIN so you can start on [LIN's page](#) :)

Testimonials can be positive (what you liked) or constructive (what could be better) - *check out the examples below.*

**2. Search for nonprofits you don't know to find out more about them**

You can search by [cause](#), by [name](#) and/or by [location](#)

Ask these NPOs a question (*e.g., can you host a group of volunteers? Are you open on weekends?*)

**3. Share your testimonials with friends on Facebook**

**4. “Like” our [home page](#) and “share” it with your friends on Facebook.**

**5. Introduce Vietnam Causes to NPOs you know and encourage them to [join](#).**

To understand more about why we created the [Vietnam Causes](#) website, check out this 3-minute video produced, free of charge, by our friends Sudest Productions and Pier Laurenza:



By engaging on [Vietnam Causes](#), you will contribute to greater transparency and accountability of nonprofits, you will also leverage the support you provide by promoting the work of your favorite nonprofits. In the process, you will be making it easier for local people to meet local needs.

Thank you, in advance, for your continued efforts to build a strong community!

Sincerely,  
**LIN team**



## Meeting on “NPO Leadership”



In the morning of November 14, 2013, three participating organizations in the LIN – Center for Community Development **Nonprofit Incubator** held a meeting to discuss “Leadership in a Nonprofit Organization (NPO)”. Also at the meeting was Ms. Bảo Ngọc, member of LIN’s Board of Directors, and Ms. Elizabeth Phạm, Advisory Director of LIN.

In theory, distinguishing between leadership and management seems easy and simple, however in practice there are many challenges, especially in small organizations in which the role and responsibility of each member of the Board of Directors has not been clearly specified.

At the meeting, Ms. Bảo Ngọc shared information about specific cases which occurred in some organizations and analyzed them based on her experiences in business management and leadership. Ms. Ngọc and Ms. Elizabeth explained issues of Empowerment and Democratic Leadership which were raised by participants and introduced lots of useful development tools which can be applied in the future.

With its **Nonprofit Incubator**, LIN is dedicated to providing development consulting for all startup organizations who commit to use LIN’s service each month. In addition, on a Friday of each month, LIN also provides direct one-on-one consulting to LIN’s partners. The updated information about these activities is sent to participating organizations via email. For more information about these consulting sessions, please send an email to [npo@LINvn.org](mailto:npo@LINvn.org)

**LIN Center** Translated by Pham Hong Phuc (LIN Skilled Volunteer)

### **What does NPO Incubator offer?**



*Mr. Văn Anh, Director/Founder of ECO Vietnam Group, a LIN NPO partner is using NPO Incubator Service*

If your organization is just getting started or operating without a workplace and lacking experience, the **Nonprofit Incubator** is available to help you. The **Nonprofit Incubator** aims to build and enhance NPO capacity in order to improve performance, accountability, reputation and recognition in our growing community. A participating organization is offered the following services:

- Providing a workplace with full supports: computers, Internet connection, telephone, etc. Use of a meeting room/ conference room for holding activities.
- Meetings and discussions with officers from LIN and other organizations to share experiences.
- Access to parking, drinks, cakes etc.

Please contact [npo@LINvn.org](mailto:npo@LINvn.org) or [son@LINvn.org](mailto:son@LINvn.org) or click [Vườn Ươm](#) for more details. Information about **Nonprofit Incubator** is available on [http://www.linvn.org/cms/upload/FCKFile/file/NPO%20Incubator%20Room\\_VN.pdf](http://www.linvn.org/cms/upload/FCKFile/file/NPO%20Incubator%20Room_VN.pdf)



## Effective Communications Tool Workshop



On 29 November 2013, 21 participants from 14 NPOs attended the workshop on Effective Communications held at LIN's project partner venue, Social Development Training Center (SDTC) at Ton Dung Thang University in Binh Thanh District. This workshop is part of the series of workshops on self-assessment tools developed as part of the two-year project VNPO Capacity Building System, funded by Embassy of Ireland-Irish Aid. The Effective Communications workshop was facilitated by Ms. Pham Thanh Thuy Vy, a Lecturer in Marketing at the University of Economics Ho Chi Minh City.

Ms. Thuy Vy has been a committed expert volunteer for LIN and other local organizations for the past few years. With her direct experience working with local NPOs, Ms. Thuy Vy was able to dispel myths about not-for-profit communications being costly as she has successfully carried out strategies and campaigns without a marketing budget. A few of the examples she gave included the "I Agree" campaign on LGBT rights and equality, the "Accessibility Map" for disability issues, among other examples including the Narrow the Gap Community Event organized by LIN.

Ms. Thuy Vy used the metaphor of "the art of setting a dining table" to emphasize the need for organizations to set the table to go along with the communications plan. Knives, forks and spoons are dining tools whereas a communications plan will need specific channels to convey the desired message to the right audiences. What is the "main dish" will be the communications message or "story" that the NPO wants to reach others. One of the main goals of this workshop is to get the NPOs towards a clearer and more concise "story" about the NPO or its impact on beneficiaries in order to prepare NPOs for fundraising efforts. No fundraising effort is without clear messages to donors about what the NPO does and what has resulted from all its efforts for the communities they serve.

NPOs were able to practice "the story" or 60 second pitch under Ms. Thuy Vy's guidance and support from their peers. The pitch included the name of the organization, scope of activities, and social impact within the time limit. After practicing amongst their break-out groups, NPOs presented their pitch to the larger group but this time with the time limit shortened to just 30 seconds, or the time it would take to ride an elevator. Additionally, NPOs practiced their "Communications Statement" which was presented in less than 10 seconds what the NPO would like the listener/audience to remember about the NPO. The communications statement or pitch should be attractive and provide basic information about the NPO.

Along the lines of providing attractive information, Ms. Thuy Vy presented results from a brief online survey to those interested in social issues/activities about what they want to know from NPOs. Results showed that most wanted to know about results/impact of NPOs, willpower and difficulties. This sample of the "socially conscious" public selected the top three purposes of hearing NPO stories was to learn about NPOs that do not scam, NPOs with good reputations, and NPOs with the capacity to develop. In ending the workshop, Ms. Thuy Vy also encouraged the NPOs to work with skilled volunteers in Communications, through LIN as an example, if they do not have in-house expertise and should not see that as a limitation to more effective communications. This workshop topic is directly connected to and will prepare NPOs for the upcoming workshop on Successful Fundraising for Your Not-for-Profit which will be held on Friday 06 December, 2013.

**LIN Center**

# Second Chance Store



## “Second Chance” Store - Nice weekend for non-profit organizations



Every three months, the Second Chance store will hold a sale dedicated to benefit staff, volunteers and beneficiaries of non-profit organizations. On Saturday, November 23, more than 40 people from 12 organizations attended this special sales event.

The sale featured a large number of great quality items and participants were very happy to purchase items with prices ranging from 1,000 VND to 15,000 VND for used items, and 20,000 VND for new items. In addition to the items being sold at very low cost, there were many older items that organizations and beneficiaries could obtain for free.

Ms. Thao from the Deaf Community Organization, said: “It is nice and fun. I hope it will go on forever. It’s very helpful to the poor and disabled clients at my organization. I bought a lot of inexpensive and beautiful items with only 120,000 VND. I really enjoy it. If the LIN store has more free items to give away in the future I will tell my children to come and get them. Some of my children are mechanics or do odd jobs and they really need these items.” The sale generated over 3 million VND which will be used to support LIN’s activities to serve local NPOs.

Thanks to the convenient location and the support of donors and customers, the Second Chance store's operations were stable throughout the past year. With the support from our customers and donors, we hope to continue well into the future, so that disadvantaged people will continue to have opportunities to buy goods at an affordable price.

This December, the Second Chance store will have a booth at Mottainai fair: “Give love - Get Happy” held by the Vietnam Women Newspaper. For more information, please visit the page <https://www.facebook.com/MottainaiPhunuVietNam>

# Donors' Corner



## Let's Narrow the Gap this Holiday Season!



Picture of Narrow The Gap Event Aug 2013

Photo by Piers Birtwistle

As the holiday season is fast approaching, please consider the gift of giving - donate any amount to the *Narrow the Gap* Community Fund. We welcome and appreciate all contributions, however big and small.

The *Narrow the Gap* Community Fund is a chance to join forces with individuals and companies who care about our city and want to make it a better place. The Fund supports local not-for-profit organizations who are tackling the most pressing problems in HCMC.

Why give through a community fund?

- Pooling funds makes it possible to address the root causes of social problems and support long-term community development.
- Community funds make strategic investments in people and projects, which multiplies the effect of a financial contribution.

Why give through LIN's *Narrow the Gap* Community Fund?

- **Accountability**  
LIN offers a level of transparency and accountability that is not guaranteed by most other channels of philanthropic giving in Vietnam. Our financials are independently audited and our organization is governed by a committee of 15 volunteer board members.
- **Efficiency**  
LIN assumes all administrative tasks, streamlining grantmaking efforts.
- **Access**  
Through LIN, you can access grassroots organizations who are working with the most marginalized groups, where a small amount of funding can make a big difference.
- **Convenience**  
LIN guarantees a smooth and effective grantmaking process that balances your interests while respecting the community's right to control its own resources.
- **Empowerment**  
By giving through LIN's *Narrow the Gap* Fund, you are helping HCMC residents to claim their right to self-determination in the development process.

From June to November, with the help of more than 105 individuals, 39 organizations and 60 volunteers, 358,606,600 Viet Nam Dong (just over USD \$17,000) was contributed to the *Narrow the Gap* Community Fund. On 15 September, VND 300 million was allocated to three grassroots organizations who are now using those funds to address the needs of children in and near Ho Chi Minh City. Those three projects were selected with help from a grant application evaluation committee of ten HCMC residents, 2500 online voters and 339 individuals who attended the 15 September *Narrow the Gap* Community Event. Read more about the fund and recent events by visiting LIN's [website](#) and/or *Narrow the Gap* page on [Facebook](#).

In preparation for 2014, we are looking for contributions to add to the 58.6 million VND that is currently available for small grants to local NPOs who are working to address local needs. If you are interested to make a donation to the Fund, please [click here for donation options](#) or contact LIN at: [donor@LINvn.org](mailto:donor@LINvn.org).

***Sustainable development in HCMC can only be achieved through collaborations!***

**Đội ngũ LIN**



## Thank you to LIN's Donors in November!

Thank you to the amazingly generous individuals and organizations investing in the following LIN programs this past November:

### **Narrow the Gap Community Fund**

Mr. Henry Nguyen & Ms. Nguyen Thanh Phuong: 31.500.000 VND

Mr. Landon Carnie & Friends: 21.900.000 VND

### **Volunteer Stories Contest / Volunteer Appreciation Event**

United Nations Volunteer Programme: 4.220.000 VND

Australian Center for Education and Training (ACET): Scholarship for English language training

Yoga Living: Voucher for 3 months' worth of yoga

Yves Rocher: Voucher and bath products

Zalora: Vouchers

Sweet + Sour Bakery: Voucher

Scott & Binh's Restaurant: Voucher

The Refinery: AuParc Hamper

### **Vietnam Causes**

Sudest Dong Nam Productions: *Pro bono* Production for the Vietnam Causes introduction video

Mr. Pier Laurenza: *Pro bono* Director/Editor for the Vietnam Causes introduction video

MM Softward Ltd.: 90% discount on help-desk support through 2014

All of your contributions, whether in-kind or in cash, are what make it possible for LIN to connect local resources to local needs!

**Trân trọng cảm ơn các nhà tài trợ hiện vật:**  
*Special thanks to our in-kind sponsors:*



# NPO Opportunities



## “Trao yêu thương - Nhận hạnh phúc” Event organized Phu Nu Viet Nam Magazine

LIN Center for Community Development introduces to NPOs and HCMC communities the event “Trao yêu thương - Nhận hạnh phúc” which will be organized by Phu Nu Viet Nam Magazine. The Second Chance Store together with 4 other NPOs will have the booths to sell and introduce their products at this event

To update information about this event, please visit: <https://www.facebook.com/MottainaiPhunuVietNam>

The poster features a light blue background with white snowflakes and stars. On the left is the Mottainai logo with the text 'Giáng Sinh 2013 vì trẻ em thiệt thòi'. On the right is the Phu Nu Vietnam logo with a red stylized flower and the text 'The Girl Phu Nữ'. The central text reads 'NGÀY HỘI (\*)' and '“Trao yêu thương - nhận hạnh phúc”'. Below this is a list of event details and a schedule.

**Mottainai**  
Giáng Sinh 2013 vì trẻ em thiệt thòi

**Phu Nu Vietnam**  
The Girl **Phu Nữ**

**NGÀY HỘI (\*)**  
*“Trao yêu thương - nhận hạnh phúc”*

- Tên chương trình: Ngày hội “Trao yêu thương – Nhận hạnh phúc” – Mottainai Giáng sinh 2013
- Đơn vị tổ chức: Báo Phụ nữ Việt Nam
- Địa điểm thực hiện: Nhà văn hóa Thanh Niên – Số 4 Phạm Ngọc Thạch, P. Bến Nghé, Q.1, TP.HCM
- Thời gian thực hiện: 10h00 – 21h00, ngày 06 tháng 12 năm 2013 (Thứ sáu).

**10h00:** - Khai mạc - văn nghệ chào mừng;  
**10h30 - 18h30:** - Mua, bán, trao đổi, đấu giá... đồ dùng gia đình đã qua sử dụng;  
- Âm nhạc, xiếc - ảo thuật đường phố và các trò chơi dân gian;  
- Chụp ảnh/ Tư vấn làm đẹp;

**19h30:** - Múa hát về chủ đề Giáng Sinh (*Nhóm V.Music*);  
**19h35:** - Giới thiệu khách mời, Lãnh đạo Báo phát biểu, Đại diện nhà tài trợ phát biểu;  
**19h40:** - Giao lưu với *Hoa hậu, Á hậu Phụ nữ Việt Nam qua ảnh – Miss Photo 2012*; và các *Hoa hậu, Á hậu, Người đẹp Hoa hậu Phụ nữ Việt Nam qua ảnh qua các thời kỳ*;

**19h50:** - Trình diễn thời trang Giáng sinh (*NTK Việt Hùng*);  
**20h05:** - Ca nhạc (*ca sĩ Trương Thế Vinh*);  
**20h10:** - Clip - *Giáng Sinh ấm áp cho các bé thiệt thòi*;  
**20h15:** - Đấu giá quà tặng, giao lưu với ca sĩ *Hiền Thục*;  
- Ca nhạc (*ca sĩ Hiền Thục*);

**20h25:** - Ca múa nhạc;  
**20h30:** - Bế mạc;

(\*) Dự kiến



## NGO Connection Day and Office 365 Launch

# NGO Connection Day and Office 365 Launch

Dear Sir or Madam,

You are cordially invited to the "NGO Connection Day and Office 365 Launch to Non-Governmental Organization" hosted by Microsoft Vietnam in Ho Chi Minh city.

The event will introduce to you the newest technology trends, showcase how technology can help you as a nonprofit to achieve your organization's objectives. We will also introduce the available resources of Microsoft offered for NGOs.

### Office 365 for NGO

Microsoft Office 365 combines the familiar and trusted communication (Exchange Online) and collaboration (SharePoint Online and Lync Online) software into the cloud. In addition, the same Microsoft Outlook and Microsoft Office applications such as Word, Excel, PowerPoint and OneNote you know now work seamlessly with this cloud service.

### Why Office 365 for NGOs?

| NGO's Challenges  | Key Office 365 Benefits             |
|---|-------------------------------------|
| "We can't afford to make any large IT investments."         | Available by Donation               |
| "Maintaining IT takes our focus away from our mission."     | Easy IT<br>Reliable                 |
| "My team needs to work together efficiently from anywhere." | Work Together<br>Anywhere<br>Access |
| "My people need to work on many different devices."         | Anywhere<br>Access                  |

Register now to see how Office 365 benefits your NGO now!

### R.S.V.P.

Please R.S.V.P. to:  
Ms. Do Thi Huyen  
Tel.: 090.490.8787 | 093.662.6776  
Email: [huyendt@orient.com.vn](mailto:huyendt@orient.com.vn)



**Time**  
8:30 – 16:50  
December 12, 2013 (Thursday)

**Venue**  
Royal Saigon (Kim Do) Hotel  
133 Nguyen Hue, District 1, HCMC

### Agenda

#### Morning

8:00 - 8:30: Welcome & registration

8:30 – 8:45: Welcome speeches

8:45 – 9:30: How will Technology Shape the Future? What are the megatrends will dominate the next decade, Implications for the nonprofit sector

9:30 – 10:15: Social Media for Social Good  
Learn about social media best practices in the nonprofit sector and the Microsoft tools that complement social media activities.

10:15 – 10:30: Tea-break

10:30 – 11:00: Office 365 Launch to NGOs

11:00 – 11:30: TechSoup in Viet Nam: Introduction to TechSoup & how to apply for a software donation

11:30 – 12:00: Q&A

12:00 – 13:30: Luncheon

### Afternoon

#### Breakout Sessions

13:30 – 14:30: Office 365 introduction / Enrolling a Trial and office 365 Immersion

14:30 – 15:15: Join with different breakout sessions:  
*Breakout Session 1: Social Media for Social Good*

*Breakout Session 2: ICT Training*

*Breakout Session 3: IT training*

15:15 – 15:30: Tea-break

15:30 – 16:15: Join with different breakout sessions:  
*Breakout Session 1: Social Media for Social Good*

*Breakout Session 2: ICT Training*

*Breakout Session 3: IT training*

16:15 – 16:35: Microsoft Resources for Nonprofits

16:35 – 16:50: Lucky draw and closing

Microsoft

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# Training Course on Development Project Management from SDTC in Nha Trang



TON DUC THANG UNIVERSITY  
SOCIAL DEVELOPMENT TRAINING CENTER (SDTC)

## TRAINING COURSE ON DEVELOPMENT PROJECT MANAGEMENT

### 1. COURSE INFORMATION

**Time : 25 – 28 December 2013**

Morning: 08h00 – 11h30; Afternoon: 13h30 – 17h00

**Venue: Nha Trang Vocational Training School**

22 Nguyen Dinh Chieu, Vinh Phuoc, Nha Trang

**Language:** Vietnamese

**Trainer:** Mr. Le Dai Tri

### 2. TRAINING FEE

**95 USD/ a course/ 4 days** (Including documents, study equipments; tea-break).

Certificate fee: **5 USD**

**Local social staff will be discount 20% tuition** (excluding certificate).

### 3. AIMS AND OBJECTIVES

After the training course, participants will be able to:

- Describe the definition of evaluation in the cycle project management and distinguish kinds of evaluation, methods and processes of evaluation
- Design an evaluation plan and practice to build evaluation tools
- Practice some skills: observation, interview, group discussion and ranking
- Describe how to process quantitative and qualitative data and structure an evaluation report



**For registration, please contact:**

**Social Development Training Center (SDTC)**

Ton Duc Thang University

Room B009, 19 Nguyen Huu Tho Street, Tan Phong Ward, District 7, HCMC

**Ms. Phuoc – 0937 137 654**

**Or Mr. Bao - 093 797 5445**

Tel: (08) 2242 6789 – Fax: (08) 3775 5055

Email: [sdtc@tdt.edu.vn](mailto:sdtc@tdt.edu.vn) or [lahuynhphuoc@gmail.com](mailto:lahuynhphuoc@gmail.com)

Website: <http://sdtc.tdt.edu.vn>

**Deadline for registration: 17 December 2013**

*(Use registration form of SDTC)*

**SOCIAL DEVELOPMENT TRAINING CENTER - TON DUC THANG UNIVERSITY**

Nguyen Huu Tho St., Tan Phong Ward, Dist. 7, HCMC, Viet Nam  
Tel: (+84 8) 2242 6789 - Fax: (+84 8) 3775 5055

Email: [sdtc@tdt.edu.vn](mailto:sdtc@tdt.edu.vn)  
Website: [www.sdtc.tdt.edu.vn](http://www.sdtc.tdt.edu.vn)

# NPO Resources



## *It's about what donors want . . . not what you need*

Richard Male & Associates (<http://richardmale.com/>)

A new book being released next month, *The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life*, explores a wide range of marketplace situations and field experiments conducted by behavioral economists John List and Uri Gneezy. Their research goes far beyond just philanthropic decision-making, but the work definitely relates to how nonprofits raise money. Their premise? That we must do a better job of addressing donors' self-interest, not focusing solely on our organizational needs.

According to this new research, what you are accomplishing as a nonprofit organization may actually be less important to some donors than how writing a check makes them feel. People give to charities to make themselves feel good; thus your fundraising messaging should strive to reinforce a person's sense of well-being instead of simply assuming that "people want to help others."

This facet of human behavior is what List and Gneezy call the "warm glow of philanthropic sacrifice." They encourage nonprofits to focus on understanding a person's ego—not so much selfishness per se, but an individual's motivations and desires in a donation transaction. The failure to recognize these motivations, List and Gneezy assert, is undermining today's fundraising.

Simply put, when you're talking to donors, remember that it's about them, not about you.

This idea seems cynical and essentially contrary to the way most of us have been raising money, particularly if you've been in fundraising for more than 20 years using the usual tried-and-true appeals, client stories, campaigns, and so on. It's fair to say that the best strategies going forward should better reflect donor self-interest while still meeting your outbound communications goals.

Here are some considerations.

**1. This idea may challenge your long-held donor development tactics.** Described in this week's *Chronicle of Philanthropy*, List has proposed (and proven) the crazy wisdom of telling donors that they can give once and never be asked again. An appeal from a health-care organization that included this "give now, and we promise to leave you alone" approach raised nearly twice the usual dollars of its earlier campaigns, still without compromising the quality of its donor list. Since only a third of the donors who gave checked the "never again" box, that still keeps two-thirds of them willing to be approached again and eliminates the waste of sending future appeals to people who don't want them.

2. We're definitely seeing this "**meet their needs, not just yours**" phenomena in research about nurturing the next generation of givers. Millennials are drawn to local events where they can meet and mingle with like-minded peers. In their fundraising toolbox, some nonprofits are de-emphasizing all the time and effort that it takes to produce events and thinking that a strong social media presence is everything, but that's probably a bad idea. Keep it balanced.

3. **The fact that altruism is linked with self-interest** is demonstrated perfectly in the model of Tom's Shoes and their "One for One" project. With every pricey purchase, the customer gets one cool pair of shoes (and let's be clear, they know that the little logo on the back of the shoe is showing) and a second pair is provided as part the company's international aid work, which also includes not just shoe-giving but also health checkups, distribution of medicine and vaccines, microfinance programs, youth leadership programs, school support, and vocational training for older teens. This model builds on the fact that ego or vanity is part of the equation. Good still happens.

*(Continue in next page →)*



## *It's about what donors want . . . not what you need (cont)*

4. **Meeting donors' needs also means accepting that their fatigue is real** and just the sheer messaging "noise" of our lives affects how we respond to appeals. Are your longtime donors sighing and saying, "No matter what I do, they will always need more," and are you assuming that this is a sustainable relationship? You may want to consider locking in a donor to a given amount, as AfricAid does with its Kisa Sponsors. The donor gets to make a finite, specific gift with high, tangible "braggability." Meanwhile, you sacrifice the time-honored (but potentially destructive) ability to always try to upgrade every giver to write a bigger check.
5. **Think about whether you should adjust the timing, frequency, or sequence** of your appeals, even though you firmly believe you're following an essential practice. How many people in your database would actually tell you, if asked, "Gosh, I wish I had more fundraising emails from you!" People may be supporting you in spite of, not because of, your manner of communicating. If you were willing to truly design your fundraising year around their preferences, it could be the innovative boost your stale program needs.
6. Another good example of **donor self-interest blending with philanthropy** is in the rise of "voluntourism," where a substantial gift to a nonprofit also buys the donor a chance to go visit the operations and/or work there. They get a vacation, you get their dollars, and everybody's needs are met even if their motivation is only partly fueled by your mission.
7. Habitat for Humanity's model appreciates that **donor self-interest** may include getting their hands on the tools and the work—literally. And star power never hurts: Denver's Globeville neighborhood is one of just a handful across the country selected this year for the Jimmy and Rosalynn Carter Work Project, and the former president and first lady will visit a local construction site here in early October and be honored at an exclusive event. Will some of this money come in based solely on celebrity access? Of course.
8. Some of the newest research in the growing field of behavioral economics, lead by List and Gneezy, examines differences in **motivations for philanthropic behavior among men and women**. Male donors may be simpler in their thinking, even subconsciously, while women are more likely to be what the researchers call "marginal" donors, i.e., less likely to support something when given an easy chance to opt out. Obviously many factors influence who gives, how much, and why—age, experience, geography, and so on—but if your future fundraising work is truly going to be designed around donor preference and tighter targeting, gender is bound to be a factor.
9. Our official sector stance is that donor-self-interest isn't something we're comfortable talking about, and it flies in the face of what many of us want to believe about our life's work. It's ironic that **amid all the calls for nonprofits to be stronger on measuring impact and outcomes**, the reality could be that the personal motivations of an individual donor, both conscious and unconscious, will dictate their giving more than powerful data ever will.
10. Ultimately, this debate comes down to your nonprofit better understanding **what its supporters value**. People regard acknowledgement, public praise, gratitude, relationships, etc. in different ways, and as noted earlier, ego is a factor for nearly everyone as well. Perhaps considering donor self-interest means re-thinking some older fundraising practices through a new lens. Could you replace your usual donor thank-you's with a handwritten note from a child you serve? Could it be time to dust off the practice of buying an ad in the newspaper (or a billboard) to thank those donors and sponsors by name? What about returning to the public-radio strategy of coffee mugs or tote bags with your slogan/logo? Embracing donors' wishes for recognition and belonging doesn't have to be new or expensive; it's simply appreciating that their motivations are more complicated, and probably more personal, than we have imagined.

The article is published with the permission of RMA, please view the article here: <http://richardmale.com/its-about-what-donors-want-not-what-you-need/#sthash.0spsnrzh.dpuf>

# About LIN

**LIN** serves grassroots not-for-profit organizations and individual and corporate philanthropists located in and around Ho Chi Minh City, Viet Nam. In addition to providing direct support to local not-for-profit organizations, LIN also serves as a vehicle through which donors can effectively contribute their knowledge, energy and resources to support these NPOs. In our effort to help local people to meet local needs, LIN aims to advance a more efficient and responsive philanthropic environment and strengthen the communities in which we live and work.



## ***LIN's Vision***

A Vietnamese society where all members are respected and supported to have equal access to opportunities.

## ***LIN's Mission***

To foster a culture of philanthropy and social responsibility by providing support services to local not-for-profit organizations, skilled volunteers and donors that are committed to building strong communities.

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**Website**

[www.linvn.org](http://www.linvn.org)



# LIN

*Helping local people  
meet local needs*

