LIN is fundraising for the Community Event and the Community Grant for Women. Please contact us at donor@LINvn.org or tel us at (84 8) 38246091 if you are interested in donating for us!
Workshop on “Not-for-profit Community connects to Corporate Social Responsibility”

On the morning of November 11th 2012, LIN Center for Community Development organized the “Not-for-profit Community connects to Corporate Social Responsibility (CSR)” workshop with nearly 50 participants from different NPOs working in Ho Chi Minh City. This is part of the event series about fund-raising skills organized by LIN Center in 2012.

Mr. Carey Zesiger, from Global Standards, and Ms. Catherine Walter, from Attune Consulting, gave an overview look about CSR and why companies care about their responsibilities with the communities of where they are working. After that, Mr. Carey emphasized firm’s main concerns that are related to CSR and how NPOs can utilize these concerns to translate them into community development activities. Then, they can suggest a plan which satisfies both NPOs and enterprises. “NPOs must plan their goals while being aware of firms’ concerns and the benefits of maintaining a successful partnership with both sides” Mr. Carey clearly stated.

To give more information, Ms. Catherine introduced some combined models between companies and NPOs in Vietnam, China, and Thailand. From then, she went into the details of “planning a project” because this is an important step in the cooperation process between NPOs and firms to find the same voice in reaching both sides’ expectations. In this part, NPOs need to pay attention to the content and the scope of work; the achievements from the proposing part; how to execute the project and what needs support from enterprises’ employees; and lastly, an agreement on cooperation which clearly points out the roles and the responsibilities of both sides.

The “Questioning” part brought up a practical meaning, with the participation of Mr. Colin McDonald, CEO of Canada Chamber of Commerce in Vietnam. Three speakers fully answered every participant’s questions, from how to distinguish between a good and a bad company; how a firm can engage in planning a project to achieve best performances; how global economic situation relates to firms’ sponsoring…
“In the current state of global economic crisis, Vietnam is still in good shape. In this state, emphasizing on CSR and community investment is a smart move, chosen by many companies. With that, they can prove that their company always accompanies the community, especially those who are in disadvantaged backgrounds and have low incomes.” Ms. Catherine shared her opinion.

After the break, Ms. Trần Thị Dan Phương, CSR Manager of Talisman Ltd. Inc, presented the company’s CSR strategy with specific examples on Talisman’ sponsorship activities for SCC, EMW, Operation Smile… in different areas: Education, Environment, and Empowering the community. With the sponsorship of $10,000 for community projects, Ms. Phương said: “Our Company aims at impactful and solid ideas for community more than the amount of money we sponsor; therefore organizations can send us project overview before-hand, and when we are interested in that project, the organizations and our company will plan it out together.”

At the end of the workshop, a question of “why do the examples and reality show that, multinational companies (MNCs) sponsor foreign organizations more than domestic ones?” three speakers emphasized that, domestic organizations need to improve their capacity first, building a strong and professionally developed structure. Their employees also need to be sharp, participating in many corporate events, marketing their own activities, and finally planning 4 to 5 project ideas to make use of the opportunities of approaching firms.

“This conclusion, once again, proves that LIN Center’s support giving to the NPOs in Ho Chi Minh City is on the right track of society and world’s trend of development.” Mr. Son Pham, LIN Center, said.

LIN Center sincerely thanks Talisman Ltd. Inc for sponsoring the cost of organizing and presenting their CSR activities; ERC Academy for lending us the location; Global Standards, Attune Consulting and CanCham for participating in presentation and answering NPOs’ questions. Your contribution has made this workshop a successful one, and brought up practical applications for the participants.

“After this morning workshop, I learned more about the companies who have awareness for social responsibilities through NPOs and cooperate with them to improve qualities of life for the people. I hope in the future, more companies will recognize this issue and engage more in supporting community.” Ms. Bùi Thị Le Hang, Khanh Hoi Orphanage, said after the workshop.

LIN Center (translated by Minh Phuc, LIN volunteer)

Download presentations and case studies: NPO RESOURCE

LIN Center would like to wish a happy birthday to:
Ms. Ngo Quỳnh Như, Director - LIN board of director member
Ms. Trần Ngọc Trần, LIN Chief Accountant
We appreciate all your input and support to the LIN Center!
Meeting for experience sharing and certificate awarding of the training course “Financial Management and Audit at NPOs”

The meeting was held by the LIN Centre for Community Development and ECOVIS in the morning of November 2nd, 2012 with the participation of 7 NPO partners. This project was sponsored by Irish Aid from 2011 with the purpose of improving transparency through efficient financial management. Irish Aid spent 80% of auditing expenditures for organizations which were committed to join.

Ms. Vu Thi Thanh Tam, a member and the vice-president of ECOVIS started the event by sharing her direct experiences from her training and auditing jobs. “Basically, NPOs’ characteristics are far different from the commercial area, therefore, there are many interesting obstacles in auditing, but we are learning from them,” Ms. Tâm stated. She also pointed out weak points of internal auditing in many organizations.

After that, Ms. Huynh Xuan Thao from Huynh Tan Phat Scholarship Fund shared her non-profit organization’s experiences in doing internal auditing as well as improving skills in the organization’s operation. Ms. Lưu Kim Cúc mentioned difficulties in running an NPO and reasons why her Bình Lợi Foundation for Society could not implement those auditing techniques after the training course.

To end the meeting, on behalf of ECOVIS, Ms. Tam awarded certificates to trainees from 7 organizations committed to participate in the project. In the meeting, all participants had discussed and proposed the next step of the project was to continual support for auditing and to finish an online guide for sharing knowledge about financial management and provide NPOs access to financial forms to refer and use in improving their transparency.

LIN Center (translated by Ta Minh Nhat, LIN volunteer)
The second sales of LIN Second Chance Store on November 10, 2012 attracted nearly 200 people. The unexpected number of customers turned our small temporary store into a super crowded space during the three hours in operation, from 9 to 12am... Please visit LIN Blog for more information
“TÔI TÌNH NGUYÊN” (I Volunteer) Event

Tuesday, 04 December 2012

TÔI TÌNH NGUYÊN!
Câu chuyện của những người tạo ra sự thay đổi

Cơ hội để các tổ chức PLN
- Gặp gỡ những TNV giàu chuyên môn (cá nhân và công ty)
- Tìm hiểu sự thay đổi ở những tổ chức từng sử dụng TNV chuyên môn
- Cùng LIN tri ân những TNV xuất sắc trong năm 2012

Cơ hội để các TNV
- Kết nối với những người tạo ra tác động
- Tìm kiếm cơ hội tình nguyện tại các tổ chức
- Biến cảm hứng thành hành động

Thời gian: 17:15 – 20:00, 4/12/2012 (Thứ ba)
Địa điểm: Sẽ thông báo cho các anh/chị đăng ký
Đăng ký: Ms. Trúc Nguyễn | truc@linvn.org | 08-38246091

Có gì tại sự kiện?
Toà đàm: “TNV chuyên môn giúp tổ chức phát triển”
Khách mời: Cơ sở BTXH Học Môn & Công ty Brand Maker
Tổ chức DRD & Chi Phòng Thanh Thúy Vy (TNV chuyên môn)

Kết nối nhanh tổ chức PLN & TNV chuyên môn
Lễ tôn vinh Tình nguyện viên xuất sắc
Trò chơi vui nhộn, thức ăn nhẹ và nước uống

Tình nguyện viên: Hãy dẫn theo một người bạn muốn tình nguyện
Tổ chức: Đem theo bản mô tả công việc TNV (gửi cho LIN trước 01/12)
The third sale day of Second Chance Store
Saturday, 08 December 2012

Background
LIN Center for Community Development would like to organize the second third day of “Second Chance Store” to continue giving the beneficiaries, NPOs and everybody access to cheap and useful items.

The second sale day will have clothes, shoes, bags and accessories for both male and female along with magazines, and music discs. Home applicants and toys for children are popular items which attracted many people at the sale on Oct and Nov 2012. Thank you especially to Mariposa and Levi’s for supporting items for the “Second Chance Store”.

Date and Time: 09h a.m. – 12h a.m., Saturday, 08 December 2012
Venue: 5 Dinh Tien Hoang, District 1, HCMC (Near HCMC TV Station)

We encourage NPOs to send this information to their beneficiaries. Thank you!

LIN Center would like to thank Nhung Uoc Mo Xanh Volunteer Group, Out2Studio, Asian Tiger, Levi’s and Mariposa for supporting us in this meaningful initiative.

LIN’s 2nd Chance Store is in need of a drop off venue in Districts 2 and 7. Does anyone work in D2 or D7 and have some free space they can offer for occasional drop-off of donated goods and deliver them to our store.

Asian Tigers Mobility will pick up the donations on a monthly basis.

If you are willing to discuss, please call or email us at: info@LINvn.org, 3824-6091. Thank you!
A BIG THANK YOU TO LIN’S WONDERFUL DONORS!

November has been an incredible month for LIN and we wish to share our appreciation for all contributions from institutions, companies and individuals throughout this past month.

LIN is honored to receive a gift from Mdm. Ton Nu Thi Ninh, Former Ambassador of Viet Nam to the EU and Former National Assembly Member. Mdm. Ninh and the Global Vietnamese Women's Network contributed 52,000,000 VND to the Community Grant for Women!

Special Thanks to Sponsors of LIN’s Community Grant for Women:
- LIN is grateful to Intel Corporation for their generous donation to the event and grant round!
- We are thankful to Park Hyatt Saigon for donating a 6 month voucher to Xuan Spa Club worth over 41 million VND!
- To our venue partner, LIN would like to give special thanks to RMIT University Vietnam for contributing their space for this community event.
- Thank you Ms. Bao Ngoc (LIN Board of Directors) and to her wonderful friends for a combined donation of over VND 14 million to help disadvantaged girls and women in HCMC.
- Thank you PepsiCo Vietnam for continuing support and sponsoring beverages for LIN’s event.
- Thanks to Hoa Sao Group for their kind contribution of 2 million VND.
- Thanks again to Golden Hearts for a voucher to Yoga Secret Club worth 1.2 million VND.
- Thanks again to Yves Rocher for contributing a unique gift basket worth 500,000 VND.

We are grateful to the following individuals for your donations to LIN:
- Ms. Nguyen Thi Tuong Giang for her gift of 10,000,000 VND.
- Talisman Energy Inc. Vietnam for 5,500,000 VND to LIN’s CSR workshop.
- The UN Volunteer program for 4,500,000 VND to LIN’s International Volunteers Day event.
- The Asia Foundation for 16,700,000 to LIN’s International Volunteers Day event.

LIN is currently raising funds to support our 2013 programs and activities. Can you help? Can LIN partner with your company? We would like to hear from you! If you have any questions or if you are ready to make a donation, please send an email at donor@LINvn.org or call us, 08-3824-6091. From the LIN team, we wish you all a warm and wonderful holiday season ahead.
The Five Deadly Sins of Fundraising *(continued)*

**Sin #3: Taking the Easy Way**

Organizations that take the easy way out are selling their missions short.

Taking the easy way with fundraising can take several different forms. For many non-profits, taking the easy way means avoiding in-person asks and cultivation at all costs. These charities never ask in person when they could call or write an e-mail. They like events better than lunches with prospects, and they prefer direct mail and newsletters to events or phone calls. They want to make fundraising “easy.”

Other organizations take the easy way by always asking for too little. They know a prospect could afford to give $10,000 but they worry that if they ask for that much, the prospect might be offended or offer objections. They don’t want to think through a strategy for dealing with the objections, or consider ways to properly cultivate the donor so that she is comfortable with a $10,000 ask. So instead, they ask the donor for $1,500, or some other number they know she will say “yes” to.

Non-profits that take the easy way out perennially raise less than they otherwise could. They are always short on their goals, always spending way too much time on fundraising with far too little return. Instead, these organizations need to understand that fundraising is hard. There is no “easy way” to become a thriving non-profit. It takes guts and hard work. Remember, donor interactions are hard to navigate, and holding a fundraising event should never be your entire fundraising strategy.

**Sin #4: Strong-Arm Fundraising**

I am a big fan of building fundraising networks – cultivating and stewarding your donors in such a way that they happily open up their own Rolodex to help you find new prospects for your organization.

Sadly, many non-profit misunderstand this concept. They forget that you always need to cultivate before you ask. Instead, they try to get their supporters and board to strong-arm their Rolodexes, calling in favors and shaming people to give donations. They constantly berate their donors to sell five tickets to the event, add ten names to the mailing list, and raise $500 for the annual appeal.

None of those goals are bad, but if your board and donors are shaming, forcing, or cajoling people into giving, those people who give will be one-time donors. You will not grow a relationship with them, and they won’t want to be part of your cultivation or stewardship funnels. Strong-arm fundraising is a surefire recipe for constant fundraising aggravation.

Remember, your goal is to maximize *lifetime donor value*, and in order to do that, you have to follow the formula: *prospect, cultivate, then ask.*
Sin #5: Failing to Innovate

The fifth and final deadly sin of fundraising is a failure to innovate with your fundraising strategies and tactics. Many organizations who hit all of the other milestones miss on this one. They prioritize fundraising, they think big, they build relationships instead of strong-arm donations, they don’t fall for the easy way… but they never innovate. They figure, “it’s always worked before, so why change anything now?”

Organizations that fail to innovate don’t maximize revenue, and they often fall victim to sudden changes in their fundraising fortunes. One non-profit I know relied on a gala event for 50% of their annual fundraising goal. They didn’t see any need to innovate. The local pro football team always served as the lead sponsor for their gala, and the players all came and donors came to the event to mingle with the players and have a great time.

Then, the team changed owners. The new owner was less interested in education (this non-profit’s mission area) and more interested in childhood cancer research, both worthy areas of interest. The first year, the new owner made a much smaller sponsorship gift, but still sent the players at the behest of the team’s PR rep. The reduced donation hurt the organization, but they still did ok because lots of people still bought tickets to the event.

The next year, the team dropped the sponsorship all together, and none of the players came. This killed the event. People were far less interested in attending, and event revenue dropped by over 60%. In just two years, the organization lost over 30% of its annual operating revenue. All because they had rested on their laurels, and refused to innovate.

Opportunities for NPOs

Paid, Overseas Fellowship Positions with Atlas Corps

Atlas Corps seeks nonprofit leaders from around the world to apply for Fellowships in the U.S. and Latin America. Fellows serve full-time at Host Organizations such as Acumen, Ashoka, the Grameen Foundation, Habitat for Humanity, Susan G. Komen for the Cure, the UN Foundation, Oxfam, and the World Wildlife Fund. In addition to serving at an organization related to their experience, Fellows will develop their leadership skills and nonprofit best practices while networking with other Fellows from around the world. This prestigious 12-18 month fellowship includes a living stipend to cover basic expenses (food, local transportation, and housing), health insurance, and enrollment in the Atlas Corps Nonprofit Management Series training program. Applications are accepted year round, but to be considered for the May class, we encourage applications by December 10.

For more details about eligibility requirements and the application process, please visit http://bit.ly/ApplyToAtlasCorps.
NPO Networking

Thời gian: 8:00 AM – 16:30 PM, NGÀY 12 – 13/12/2012

Địa điểm
Đại học Hoa Sen, số 2, Tân Viên, quận Tân Bình, TP.HCM

SERVANT LEADER
Cơ hội học tập, chia sẻ và trải nghiệm về tư duy, kỹ năng lãnh đạo hoàn toàn mới với chuyên gia đến từ Singapore và hơn 30 thủ lĩnh thành niên đến từ các CLB/Đội/Nhóm trên khắp TP.HCM

Gửi CV về địa chỉ: evg.servicelearning2012@gmail.com (trước ngày 7/12/2012)

Liên hệ: www.facebook.com/evcovietnamgroup
Ms. Phương Thảo – 0937 507 485