

## News and Events of the LIN Center for Community Development

### Workshop “How to make a simple website and manage a digital marketing plan for your NPO”



Mr. Huy Nguyen presents in the workshop

Saturday morning, 28 May 2011. XU Restaurant, District 1, Ho Chi Minh City. LIN Center hosted a workshop on “**How to make a simple website and manage a digital marketing plan for your NPO**” with participation of over 30 representatives from NPOs based in HCMC.

Digital marketing is a fairly new concept to NPOs, especially to small ones which either have not had a website, or they have and its potential has not been fully exploited. This concept was explained in detail by Mr. Huy Nguyen, Associate Digital Director of WHO

Digital, with concrete examples. “Setting up a website is not enough. It’s merely the first step in marketing your organization,” he stressed.

#### How do you manage a website?

Mr. Huy suggested various free website designing tools on the Internet for organizational marketing purpose. These tools are user-friendly, even to individuals who only have basic knowledge about the Internet and office IT. Accordingly, they can design a website to market their organizations.

However, according to Mr. Huy, it is important for organizations to first identify who their targets are so as to construct their websites logically and deliver their messages to them

effectively. "Please keep in mind that information in search needs to get to your targets in as fast as 3 mouse clicks. Otherwise, you have failed to approach them," Mr. Huy sincerely shared.

If organizations have sufficient financial resources, it is advisable to rent a domain name and web hosting at a reasonable cost. Mr. Huy then provided steps in communicating with website designing companies to bring about best ideas for their websites. Detailed information included in the presentation can be downloaded from LIN's website [here](#).

A team consisting of a data analyzer, writers, a website updater, and a website is an ideal model for maintaining a website. Depending on practical circumstances, an organization may distribute their human resources accordingly. They can be skilled volunteers or fresh college graduates who will update information on the website weekly or monthly. Director of the organization, however, should supervise the progress and the contents to ensure highest quality of the information on the website. "At my organization, I am the one in charge of writing and updating the website on a regular basis. It is a simple task, and I am of the opinion that anyone is able to perform it even without expertise in information technology," shared Mr. Hoang Thanh Linh, Director of Thành Nhân Human Skills Development Company.

**LIN Center (translated by Ha Mi - LIN skilled volunteer)**

In the project "**Building Capacity of Civil Society Organisations in Facilitating Access to Justice for Vulnerable Populations in Ho Chi Minh City**" funded by Justice Initiatives Facilitation Fund (JIFF), LIN Center for Community Development is collaborating with Southern Institute of Sustainable Development (SISD) to conduct a research on 60 CSOs in HCMC and surrounding areas to find out the capacity building needs for access to justice.

On 18 May 2011, we organized a Focus Group Discussion with the participation of representatives of 12 CSOs working with disadvantaged groups in HCMC and surrounding areas. LIN and SISD would like to thank these organizations for their participation and experience sharing. Your contribution was extremely helpful for the research.

**LIN Center for Community Development**



**LIN Center would like to wish a Happy Birthday to LIN's friend and Advisory Board Member, Ms. Nguyen Tran Hoang Anh.**

## Upcoming Events

### Second meeting of LIN NPO Advisory Group

16 June 2011

LIN Center would like to invite NPO representatives to participate in the second meeting of LIN NPO Advisory Group. The objectives of this meeting include:

- **Share information related to NPO community;**
- **Upgrade the quality of service for not-for-profit community;**
- **Advise and suggest activities to develop NPO community in HCMC.**

Venue: *we will inform for registered participants.*

Date and Time: *from 08h00 to 10h00.am. Thursday 16 June 2011.*

Interested people who would like to participate in this meeting, please contact LIN team at [npo@LINvn.org](mailto:npo@LINvn.org) or call us at [\(08\) 38246091](tel:0838246091)

### Morning Coffee networking:

The first networking event of NPO partners concerning the Financial and Audit training course 2011

22 June 2011

We would like to invite all local NPO partners participating in the training and committing to conducting an audit at the end of their fiscal year to participate in this networking event. Financial experts will network with you to answer all of your questions.

Besides, seven organizations have already committed to participate in this project; we would welcome any other NPOs who are interested in this training course to join the meeting. The objectives of the meeting are:

- **Introduction to the importance of financial management and audit for NPOs;**
- **Detailed explanation of the project and the participation of NPO partners;**
- **Q&A, solving challenges and difficulties of committed NPO partners.**

Venue: *District 1, HCMC (we will inform venue for those who RSVP)*

Date and Time: *07:30 – 09:00 a.m., Wednesday 22 June 2011*

Please contact us for more information: [npo@LINvn.org](mailto:npo@LINvn.org) or [\(84 8\) 3824-6091](tel:(848)3824-6091).

## Workshop on “Effective networking for NPOs”

29 June 2011

Networking and Collaboration are important for my organization.

Networking helps us to have more relationships and develop our activities.

Networking helps us to learn from other's experience and share our values and missions.

If the answers are Yes for one or all the above statements, LIN Center would like to invite you to participate in the workshop on **“Effective networking for NPOs”**. Objectives of the workshop are:

- **Identify the important of networking;**
- **Network effectively and keep contacts with your partners;**
- **Learn and share effective networking skills;**
- **Define difficulties and challenges of the networking process.**

Venue: *Xu restaurant, 71 – 75 Hai Ba Trung, D.1, HCMC – 1<sup>st</sup> floor*

Date and time: From *08h00 to 11h30 Wednesday 29 June 2011*

Please contact us for more information: [npo@LINvn.org](mailto:npo@LINvn.org) or [\(84 8\) 3824-6091](tel:(848)3824-6091).

## LIN Corporate Volunteer Challenge

Starting on May 7 2011, LIN Center launches the Corporate Volunteer Challenge to mark the “International Day of Service,” taking place on 7 May 2011. The Challenge is designed to stimulate and recognise pro bono community service activities in and around Ho Chi Minh City.

**LIN’s Corporate Volunteer Challenge** is a call to companies and skilled professionals in Ho Chi Minh City to apply their skill sets and experiences over a three month period (between 7 May and 7 August 2011) to benefit the community through service with a local not-for-profit organization (NPO).

Please update information, committed hours and volunteer hours in our website [here](#).

For more information, please contact LIN team at [volunteer@LINvn.org](mailto:volunteer@LINvn.org) or [\(08\) 38246091](tel:(08)38246091)

From now, NPOs wishing to receive skilled volunteers from this challenge could contact LIN at [npo@LINvn.org](mailto:npo@LINvn.org) to be a part of the challenge.

### Money is not the problem

(Resource: Richard Male and Associates)

Our nonprofit consulting work often involves a snapshot assessment of an organization's current status. How are the board, staff, and programs functioning? What sorts of fundraising strategy and tactics are in place? Do internal operations and external communications seem appropriate and healthy? In addition to conducting personal interviews, reviewing documents, and observing meetings, we frequently use electronic surveys to gather peoples' opinions on what is--and is not--working.

Not surprisingly, when we ask about an organization's weaknesses, popular answers from board and staff include "We need money," "Lack of funds," "Not enough money," and so on.

You know the old saying, "There are no wrong answers"? Well, this is the exception.

**Nonprofit leaders often think that their lack of funds is their primary challenge.**

**They're wrong.**

A lack of money is not the problem. *It is a symptom. The problem is always something else.*

Without exception, we have seen over and over that "the problem" is actually one or a disastrous combination of the following:

**1 - The board is too small.** This invariably means that the board does not contain the range of skills and perspectives needed for sustainable success.

**2 - The board governance is weak.** Attendance, participation, understanding, trust, and accountability, engagement: entire books are written on this subject. If this were an easy issue, we'd all be wealthy. *Sadly, too many well-meaning people have never experienced a nonprofit board functioning properly, so they don't even know what they're missing.*

**3 - The mission is unclear or poorly defined.** There must be a vision of why you exist and where you are trying to go. *This statement of purpose needs to be concise, clear, repeatable, and memorable.*

**4 - There is no roadmap,** i.e., how that mission will actually be accomplished. Nonprofits that are struggling are often trying to do too much on too many projects.

**5 - Leaders, both paid and unpaid, fail to recognize the critical distinction between leadership and management.** You need both on your team and these people need to know when to demonstrate each as situations dictate.

**6 - Planning is unrealistic or nonexistent.** Operating by crisis and hand-to-mouth feels like the way the game is played, as if being frantic and operating on the thinnest shoestring keeps you credible and authentic.

**7 - There is no strategy to fundraising.** There is a rich tapestry of ways that nonprofits can tell their story to those who would be inclined to support them, but weak organizations get stuck trying the same ineffective tactic over and over.

**8 - Relationships have not been cultivated with the "other two" sectors (private and public).** Yes, these things take time. Start before you're broke. *You won't have a harvest of food for tomorrow if you don't plant something today.*

**9 - Media or community relations are weak.** See explanation for #8.

**10 - The impact of the organization is not being measured or evaluated properly.** The funding world, from individual donors to international foundations, doesn't essentially care how small you are or how lean your budget is. *They want to see that you make a demonstrated, credible difference.*

Every one of these factors contributes directly to whether dollars are coming in. The next time you find yourself thinking or saying, "We just need more money," consider that your energy is better spent on something besides staring wishfully at your balance sheet. Remember that nonprofits do not close their doors because they "...have no money." They end up closing their doors because they failed in some other respect--which ultimately resulted in no money.

Comments and feedback are always welcome. You can leave comments on this article [here](#).

## LIN's donors on May 2011

LIN Center would like to thank Southern Institute of Sustainable Development (SISD) who supported to cover the cost of our workshop on May 2011. This support shows the strong collaboration between LIN Center and SISD.

# Opportunities for NPOs

## CALL FOR APPLICATION

2011 SOCIAL ENTREPRENEURS SUPPORT PROGRAM

You want to bring a positive change to the community?

You have a great idea for a pressing social issue?

You are serious and determined to make it happen?



## 2011 SOCIAL ENTREPRENEURS SUPPORT PROGRAM

By investing in social entrepreneurs SEs at **Start-up** level will receive a (SEs) at early stages, Centre for Social financial support equivalent to **\$7,000**; Initiatives Promotion (CSIP) aims at the SEs at **Take-off** level will receive a development of new solutions for most financial support equivalent to **\$20,000 – 30,000**. Besides, CSIP and partners provide **technical support, legal information assistance, advocacy and networking.**

**Application deadline: 30th June, 2011**

Please help to spread a word to people of interest

Contact us for more information:

Centre for Social Initiatives Promotion (CSIP)

Tel: +84 4 35378 746; Fax: +84 4 35378 992  
Email: [dangkydnxh2011@gmail.com](mailto:dangkydnxh2011@gmail.com)  
Website: <http://doanhnhanxahoi.org>

Application forms available since 1st June, 2011



## MỜI ĐĂNG KÝ THAM GIA

CHƯƠNG TRÌNH HỖ TRỢ DOANH NHÂN XÃ HỘI 2011



Bạn có muốn mang lại những thay đổi tích cực cho cộng đồng?

Bạn có sáng kiến mới để giải quyết một vấn đề xã hội?

Bạn quyết tâm thực hiện sự thay đổi đó?



## CHƯƠNG TRÌNH HỖ TRỢ DOANH NHÂN XÃ HỘI 2011

Qua việc tìm kiếm và hỗ trợ cho Chương trình hỗ trợ tài chính tương Doanh nhân xã hội (DNhXH) trong giai đoạn **\$7,000** cho DNhXH trong giai đoạn khởi sự ban đầu, Trung tâm Hỗ trợ doanh nghiệp Khởi sự; **\$20,000 -30,000** cho Sáng kiến Phục vụ Cộng đồng (CSIP) DNhXH trong giai đoạn Cắt cánh. mong muốn tìm kiếm những giải pháp Ngoài ra, các DNhXH còn nhận được mới nhằm cải thiện các vấn đề xã hội và các hỗ trợ cần thiết về kỹ thuật, hỗ trợ môi trường ở Việt Nam. thông tin pháp lý, truyền thông và xây dựng mạng lưới.

**Hạn nộp hồ sơ đăng ký: 30 tháng 6 năm 2011**

Hãy giúp chuyền thông tin tới những người quan tâm

Welcome to launching workshop of  
2011 Social Entrepreneurs Support Program

**HANOI** 8:30, 1st June 2011 at Assembly Room, 2nd floor/  
Vietnam Trade Union Hotel, 14 Trần Bình Trọng, Hoàn Kiếm, Hà Nội

**HOCHIMINH CITY** 8:30, 3rd June 2011 at "Đời rất đẹp" club-house  
No. 91/6N, Hòa Hưng Str., Ward 12, Dist. 10, Hồ Chí Minh City

**R.S.V.P.** By 30th May 2011 to Ms. Dao Thi Hue Chi  
Email: [cspvn@gmail.com](mailto:cspvn@gmail.com)

Liên hệ với chúng tôi để biết thêm chi tiết:

Trung tâm hỗ trợ sáng kiến phục vụ cộng  
đồng (CSIP)

Tel: +84 4 35378746; Fax: +84 4 35378992

Email: [dangkydnxh2011@gmail.com](mailto:dangkydnxh2011@gmail.com)

Website: <http://doanhnhanxahoi.org>

Mẫu hồ sơ đăng ký chính thức công bố từ

01/06/2011

Mời tham gia Lễ phát động chương trình  
Hỗ trợ Doanh nhân xã hội 2011

**HÀ NỘI** 8:30, 01/06/2011 tại Phòng hội thảo, tầng 2  
Khách sạn Công Đoàn, 14 Trần Bình Trọng, Hoàn Kiếm, Hà Nội

**TP HỒ CHÍ MINH** 8:30, 03/06/2011 tại Hội quán "Đời rất đẹp"  
Số 91/6N Hòa Hưng, Phường 12, Quận 10, TP. HCM

**DĂNG KÝ** trước 30/5/2011 với chị: Dao Thị Huệ Chi  
Email: [cspvn@gmail.com](mailto:cspvn@gmail.com)

In HCMC, CSIP would like to invite NPOs to participate in the workshop of 2011 Social Entrepreneurs Support Program: 08h30 Friday 03 June 2011 at Đời Rất Đẹp clubhouse, 91/6N Hoa Hung, ward 12, district 10, HCMC.

Please RSVP to Ms. Dao Thi Hue Chi at: [huechi.csip@gmail.com](mailto:huechi.csip@gmail.com) or tel (04) 35378746.



## Call for Applications 2011 Senior International Fellows Program

Are you a **community foundation or grantmaking professional?** Do you

- need time away to explore new strategies?
- want to increase strategic philanthropy in your local community?
- seek networking opportunities with Third-sector colleagues worldwide?
- aim to strengthen community foundations and place-based philanthropy?

If you've answered yes to the above, apply now to the

***Senior International Fellows Program***

(October 10 - November 4, 2011).

This is a professional development opportunity for Third-Sector decision-makers to support **community grantmaking** and help build philanthropic capacity in their home countries.

Fellows will

- participate in a month-long seminar, including lectures and intensive sessions with leading practitioners.
- visit community foundations and other grantmaking organizations to learn about their day-to-day workings.
- meet prominent figures in the philanthropy/foundation community.
- join a network of over 155 alumni from 56 countries.
- link with national and international networks.
- produce a position paper reflecting new strategies.

### About Center on Philanthropy and Civil Society

Founded in September 1986, the Center's mission is to strengthen philanthropy and civil society through education, research and leadership training. Located amid the nation's largest concentration of foundations, corporate donors and local, national and international nonprofit organizations, the Center serves as a base for research and ongoing interchange among scholars and practitioners in the field. The Center's activities are interdisciplinary, with an emphasis on multicultural, women's and international philanthropy. Within this framework, the Center offers seminars, conferences and lectures; fellowships; and research projects and publications.

Click [here](#) for detailed information!

## **Announcement on Spark's public call for concept notes on social initiatives in 2011**

Spark offers the following support:

- Tailor-made capacity building and expert advice (e.g. leadership, business management, technical, financial skill building).
- Seed funding, of up to VND 500,000,000/selected solution, mainly for capacity development activities for scaling up solutions.
- Linking social enterprises with capacity development service providers and potential social investors.

More information can be found on:

- [Application guideline and form](#) (Vietnamese)
- [Selection criteria](#) (Vietnamese)

Interested Vietnamese individuals and organizations, both profit and non-profit, in the private and civil society sectors are invited to send concept notes by filling the application form and email to email [nopdexuat@spark.org.vn](mailto:nopdexuat@spark.org.vn) (hard copies sent via mail are not requested) before 5.00pm, 24 June 2011.

For questions and detailed information, please contact:

**Nguyen Anh Thinh**

Social Investment Advisor

**Spark Developing Capacities for Social Entrepreneurs**

Address: Room 401, Building B1, Van phuc Diplomatic Compound, 298 Kim Ma Str., Ba Dinh Dist., Ha Noi, Viet Nam

Tel: 04 3726.4953

Cell phone: 0977.254.546 (in working hour)

Email: [thinhna@spark.org.vn](mailto:thinhna@spark.org.vn)