

The workshop was attended by **75** participants representing **56** organizations: including **2** from HUFO, **1** from VUSTA Ben Tre VUSTA, **1** from VUSTA HCMC, **1** from PACCOM, **2** journalists; **24** LIN NPO partners and **25** other NPOs). LIN received 40 completed evaluation forms (53% response rate). Below are the results of the workshop evaluation. Following is the press release.

Note: Participation at this workshop was the highest turnout compared with previous LIN workshops. In fact, the day before the event, over 80 individuals had registered. However, due to space restrictions, LIN had to call back to some organizations to restrict the number of representatives (max 2).

	Poor	Fair	Good	Excellent	NA
1. Content					
Covered Useful Material	0	5% 2	52.5% 21	42.5% 17	
Practical to My Needs and Interests	0	7.5% 3	47.5% 19	42.5% 17	2.5% 1
Appropriate Level of Detail	0	12.5% 5	50% 20	30% 12	7.5% 3
Useful Visual Aids and/or Handouts	0	10% 4	65% 26	25% 10	
2. Presentations					
First Presenter (Mr. Rad Kivette)	0	2.5% 1	32.5% 13	62.5% 25	2.5% 1
Second Presenter (Ms. Mimi Vu)	0	7.5% 3	27.5% 11	62.5% 25	2.5% 1
Third Presenter (Ms. Nguyen Thi Bich Chau)	0	7.5% 3	17.5% 7	75% 30	
Case Study Presentation (Future Project)	2.5% 1	22.5% 9	27.5% 11	12.5% 5	35% 14
Group discussion and Q&A	0	20% 8	52.5% 21	10% 4	17.5% 7
3. Event					
Well Organized	0	7.5% 3	55% 22	37.5% 15	
Venue (Location & Comfort)	0	12.5% 5	52.5% 21	35% 14	
4. Overall, how would you evaluate this workshop?		Poor	Fair	Good	Excellent
			5% 2	72.5% 29	22.5% 9

Note: Mr. Tran Minh Hai, the designated speaker from Future Project, fell ill minutes before his presentation and was rushed to a hospital. One of his team members made an effort to present their case study in his absence. We believe it is for this reason that the scores were rather low.

5. How could this workshop be improved?

- Very good because you invited experienced and truthful presenter. Thanks
- Need to participated and shared among participants.
- Welcomed sign in.
- Need more space.
- Need more time for each presenter.
- More time for Q&A.
- Need to concern in the motorbike parking places
- Need to ask participants to come on time.
- Better if there are only 3 presenters.
- Good organized and useful for participants. I love to participate this workshop.
- More details hand-out.
- Should have the presentations from many organizations instead one. More concern on sharing experience.
- Ms. Chau needs to present more concise and target to the issue.

6. In planning future workshops, please check the topics that would be of interest:

- | | |
|--|---|
| 11 Using Web 2.0 for your NPO | 9 Building a Website for your NPO |
| 5 Telling your Story, for Impact | 18 Designing a 5-year Strategic Plan |
| 12 The Role of the NPO Board of Directors | 8 CSR and what it means for NPOs |
| 16 Running Effective Meetings | 10 Nonprofit Transparency: Why & How? |
| 11 Succession Planning (preparing for when you or your leader leaves) | 12 Designing Marketing Materials |
| 17 Corporate Fundraising | 3 Monitoring & Evaluation through Case Studies |
| 14 How to Turn Your Project Plan into Pictures | 7 Participating in Conferences |
| 13 Measuring your NPO's Effectiveness | 0 Writing a Mission Statement |
| 14 Networking with Stakeholders | 12 Negotiation Strategies |

Other Topics (please tell us what other topics may be of interest to your nonprofit group):

- How to make relationship with the funders (opportunity to access...)
- How to fundraise for organizations
- How to recruit NPO staff and probation period experience
- Local NPO manual (regulation, law)
- Link and open volunteerism networking
- How the others know your organization
- How to make the project being successful
- How the organization being sustainable and stable

7. Any other comments or suggestions?

- ☐ Need to laptops and screen for English and Vietnamese
- ☐ Need to organize more useful workshop like this one

WORKSHOP AGENDA
Applying New Trends & Best Practices in NPO Fundraising

Ho Chi Minh City, Friday – 4 June 2010

<u>Time</u>	<u>Topic</u>	<u>Speaker</u>
07:30 – 08:00	Registration & networking	
08:00 – 08:10	Welcome & Introductions	Facilitated by LIN Center
08:10 – 08:40	Fundraising Strategies for NPOs: The Tried and True and the Relatively New...	Mr. Rad Kivette <i>Development Consultant, Major Gifts</i> VinaCapital Foundation
08:40 – 09:10	Developing and Implementing an Annual Fundraising Plan	Ms. Mimi Vu <i>Development Director</i> VinaCapital Foundation
09:10 – 09:40	Donor Stewardship: A Personal Approach to Raising Money and Keeping Donors Happy	Ms. Nguyen Thi Bich Chau <i>Heartbeat Vietnam, Program Manager</i> VinaCapital Foundation
09:40 – 10:10	Q&A	VCF Team
10:10 – 10:30	Tea break & networking	
10:30 – 10:45	Case Study Presentation <ul style="list-style-type: none"> The fundraising target The background (thematic area, mission and core programs, human and capital resources for fundraising, current donors, fundraising strategies) Question(s) and challenge(s) 	Mr. Tran Minh Hai <i>Project Leader</i> Du an Tuong lai, HCWF
10:45 – 11:15	Group Activity <ul style="list-style-type: none"> How can Future Project achieve its goals? Are there any new strategies that it could apply? What are the pros and cons? 	Facilitated by LIN Center
11:15 – 11:30	Sharing	All
11:30	Conclusion	

PRESS RELEASE
LIN Workshop: New Trends and Best Practices in Fundraising
for Not-for-Profit Organizations
04 June 2010

Ho Chi Minh City – This morning, 04 June, the LIN Center for Community Development (LIN), in collaboration with the VinaCapital Foundation, organized a morning workshop for local not-for-profit organizations (NPOs) on, “New Trends & Best Practices in NPO Fundraising,” at Xu Restaurant. This workshop was the sixth in a series of capacity building workshops designed to bring together experts in the community to share their skills and experiences with staff at local not-for-profit organizations.

Three members of the development team at VinaCapital Foundation presented three distinct, though complementary, elements for fundraising success. The restaurant was packed, with 75 representatives of area not-for-profits who were all anxious to learn from an organization that has achieved unparalleled success fundraising for its projects in Vietnam.

Mr. Rad Kivette, Advisor on Major Gifts for the VinaCapital Foundation, started the morning workshop by presenting a picture to demonstrate the important role of fundraising in an organization’s efforts to address needs. With the context in place, Mr. Kivette compared traditional and modern day approaches to fundraising, mentioning the pros, cons, similarities and differences. New technology such as websites, email distribution lists and videos offer greater efficiencies and allow organizations to reach beyond traditional networks. Still, Rad cautioned participants, “no matter what kind of fundraising technique you use, it is still about individuals – you are talking to a person, so make it personal.”

VinaCapital Foundation’s Director of Development, Ms. Mimi Vu, detailed the six steps to developing and implementing a fundraising plan. She described the preparation involved in the development stage, from the importance of knowing your organization well, being able to identify what is important to prospective donors and being able to tell those donors, clearly and succinctly, about your organization and how it is different from others. The implementation stage involves proactive and on-going engagement with prospective donors. “When you meet someone and get their business card, don’t wait before sending them an email to request a meeting,” she advised. “And when you do get that meeting, talk about forming a partnership as opposed to asking for a donation or charity.”

The third and final speaker from the VinaCapital Foundation, Ms. Nguyen Thi Bich Chau, talked about donor stewardship. As Manager of the Heartbeat Vietnam Program, Ms. Chau’s work involves regular contact with both donors and beneficiaries. Her passion and talent in this role was evident as she shared a very personal and poignant email that she wrote to donors. Ms. Chau’s communications are filled with real stories and photos of the young people who receive life saving surgery. When targeting new donors, Ms. Chau takes care to try and identify donors that have something in common with their candidates for heart surgery. This customized and personal approach has proven effective, time and again.

Following the coffee break, representatives from Future Project, a local not-for-profit organization providing support services to disadvantaged children in HCMC, presented itself as a case study by posing three fundraising questions to the workshop participants. Breaking up

into smaller groups, participants offered suggestions to for attracting, communicating and retaining donors.

This was the sixth workshop that the LIN Center has organized for local not-for-profit organizations since its launch in August 2009. Feedback from both presenters and participants was positive. “The fundraising topic is very popular right now among us [not-for-profit organizations] and the information provided today, by experienced fundraisers, is very original and valuable,” said– Mr. Dang Vu Hoai Nam from CSIP. After his presentation, Mr. Rad Kivette said he felt confident that the knowledge shared today would be applied efficiently by the workshop participants in the future.

“We hope that these workshops will promote best practices and greater information exchange among the not-for-profit community in Ho Chi Minh City,” said Mr. Pham Truong Son, LIN’s Community Liaison. “And we are truly grateful to all the volunteers and sponsors who have made these workshops possible.”

VinaCapital Foundation (VCF)

The VinaCapital Foundation is a U.S. registered 501(c)(3) not-for-profit organization, which helps to alleviate poverty and improve the status of the poor in Vietnam by increasing access to quality healthcare for children, improving medical institutions, and supporting high-level programs that build business knowledge and executive leadership. For more information, please visit us at: www.VinaCapitalFoundation.org.

Future Project / Du an Tuong lai

The Future Project is one of eight not-for-profit projects of the Ho Chi Minh Child Welfare Foundation (Hoi Bao Tro Tre Em T.P. HCM). With a mission to provide children with an opportunity to build positive futures for themselves, Future was set-up in May 1998 to support street children, working children and children from poor families by providing and/or linking them to education, employment and social services. For more information about Future Project, please contact their office at: 84-8-3824-9497 or duantuonglai@hcm.vnn.vn.

About LIN Center for Community Development (LIN)

The LIN Center for Community Development serves grassroots not-for-profit organizations and individual and corporate philanthropists located in and around Ho Chi Minh City. LIN’s mission is to foster a culture of philanthropy and social responsibility while supporting local NPOs by providing technical, management and financial support to help in their efforts to promote equal access to opportunities. At the heart of LIN’s establishment is the belief that local people and local groups are best placed to recognize and respond to the needs of the community. LIN is a licensed not-for-profit organization by authorization of the Vietnam Union of Science and Technology Associations. For more information, please visit us at: www.LINvn.org, info@LINvn.org, or (848) 3824-6091.