

Viet Nam Red Cross Society

Capacity building in resource mobilization and advocacy

Background

As Vietnam evolved from one of the poorest to a lower middle income country, there is greater need in and potential to mobilize resources from within the domestic market. Realizing this, in 2014, with support from the International Federation of Red Cross and Red Crescent Societies, the Swiss Red Cross and Spanish Red Cross, the Viet Nam Red Cross Society (VNRC) conducted a market assessment on resource mobilization in Vietnam. The market assessment identified the corporate sector as one of the key sectors for resource mobilization for VNRC and emphasized the need to educate corporates about VNRC's work as well as utilize storytelling to showcase the impact VNRC has in communities they work with.

Following the market assessment, VNRC conducted a training of trainers in resource mobilization and developed a resource mobilization manual for headquarters and chapter staff, which has been used for training of staff at various levels since then.

In 2017, VNRC communication and resource mobilization department indicated their interest in further developing their capacity in corporate fundraising, through the consolidation of the resource mobilization training manual, development of a donor package with emphasis on stories from the communities, and training for staff at headquarters and key chapters on corporate relations and corporate fundraising.

Objectives

To strengthen VNRC's capacity to mobilize resources from and advocate for communities' voices with corporate donors.

Methodology

- Update the existing resource mobilization training manual
- Develop a donor package (brochure, presentation, infographics) with information on VNRC and stories from the communities to showcase VNRC's work in the communities and raise communities' voices with donors, which VNRC staff can use when they approach corporate donors
- Organize a training on corporate fundraising including skills such as delivering effective presentation, analyzing audience, preparing key messages, or using social media to reach out to corporates
- Following the training, the participants will be followed up to see how they have used the skills and donor package provided in approaching corporate donors

Key Stakeholders

Key stakeholders are VNRC's staff and managers who has resource mobilization responsibilities.

- Staff and managers at the communication and resource mobilization department and key staff and/ or manager from other departments who are responsible for resource mobilization
- Staff and leadership of key chapters who are responsible for resource mobilization. The chapters need to meet the following criteria:
 - Has a good track record of resource mobilization
 - The province where the chapter is has a potential corporate environment that is conducive to corporate fundraising
 - Demonstrates commitment to carry out corporate fundraising activities

Expected result and measurements for success

The expected results include:

- A standard package which VNRC can use to approach corporate donors.
- The resource mobilization training manual is reviewed and consolidated.
- The capacity of VNRC's staff and managers to bring communities' voices to and mobilize resources from corporate donors is strengthened.

Following the training, VNRC communication and resource mobilization department will follow up with the trained participants on their corporate fundraising initiatives periodically to check on how the package and training has supported their fundraising initiatives.

Activity plan and budget

#	Activity	Timeframe	Budget
1	Consolidate the training manual	July 2017	N/A
2	Develop the corporate donor package	August 2017	CHF 2,000
3	Organize corporate resource mobilization training for VNRC headquarters and chapter staff	September 2017	CHF 6,000
	TOTAL		CHF 8,000

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Reporting

The planned activities took place as followed:

- The revision of the RM training manual took place in July - August 2017.
- The RM training took place 19-21 October in Hanoi.
- The development of the donor package took place October - December 2017.

1. List of **participants**:

There were 24 participants from VNRC headquarters communication, health, disaster management and international relations department; and nearly 20 Northern and Northern Central Red Cross Chapters who attended the training.

The training was facilitated by the acting head, deputy director and resource mobilization staff of the communication and resource mobilization department at VNRC HQ, and a consultant from RMIT University in Hanoi, who had 10 years experience working with NGOs in communication and fundraising in Vietnam.

2. **Highlights/achievements**:

- Participants gained skills and knowledge in corporate fundraising, including conducting situation and strength, weaknesses, opportunities and weaknesses analyses; writing letters to donors; analyzing potential donors; approaching donors; managing donor relationships; ensuring correct use of VNRC corporate brand, which they'd never done before when approaching resource mobilization planning.
- Participants also reported change in perception in certain aspects of resource mobilization, including recognizing the fact that they need to carry out resource mobilization initiatives using a more evidence-based approach, be able to tell the story of what they have done, and changing the approach to their annual campaigns such as Tet for the Poor and Victims of Agent Orange, to take on more sustainable approaches including vocational training or microfinancing.
- At the end of the training, participants developed plans for corporate resource mobilization for the 2018 campaigns of VNRC including Tet for the Poor and Victims of Agent Orange, Cow Bank Programme, and Each individual, each organization with a humanitarian address. The plans were shared with the whole group.
- The donor package was developed with beneficiary stories where applicable, which is something VNRC hadn't included in their previous donor package or in their approach to donor.

3. Key **recommendations**:

- Consider organizing the training separately for chapter leadership vs. staff, due to different level of experience and knowledge.

- 20/24 participants indicated that the training met their expectation, emphasizing they would like to have more in-depth trainings in writing project proposals.



Participants shared their corporate resource mobilization plan. Photo: VNRC

