

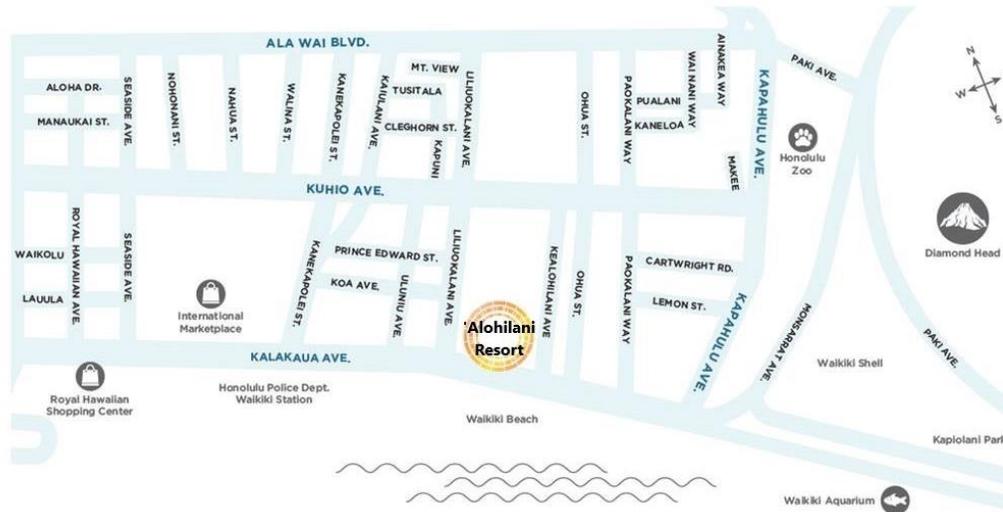


## National Philanthropy Day Conference Schedule • Thursday, November 15, 2018 • 'Alohilani Resort

7:30 AM	3RD FLOOR FOYER: REGISTRATION & NETWORKING			
8:30 am - 9:15 am	<b>STINGRAY ROOM (3rd Floor):</b> <b>Featured Presenter: Sam Swaim</b> <b>Keynote Address: "The Impact of Collaboration"</b> What could be possible if we all actually collaborated? Explore the current landscape of giving and the impact of our national divides on that giving, then take a look at how the nonprofit sector can continue to combat the divides by coming together. When nonprofits put their strength and resources together, they have the ability to work on a bigger and more comprehensive picture than their individual slices alone.			
3rd Floor	YELLOWTAIL I	YELLOWTAIL II	BLUEFIN I	BLUEFIN II
9:30 am - 10:45 am	<b>Prospect Research 101: What is it and How to Get Started</b> <i>Cannon Brooke, Director of Development Research, University of Hawaii Foundation</i>  Learn about the integral role prospect research plays in successful fundraising and how your organization can start using this tool to raise more money. Cannon Brooke will cover the basics of prospect research and starting your own shop.	<b>The Secret to Maximizing Your Benefit Fundraising Event</b> <i>Keith McLane, KLM Auctions; Michelle Holman, Greater Giving</i>  How do you spend your time to be sure your event is red carpet ready and finishes in the black? This seminar will focus on key strategies needed to increase your fundraising, turbo-charge your live auction, and maximize your special appeal. At this seminar, you will learn best practices for:  <ul style="list-style-type: none"> <li>• Which part of your fundraiser brings in the most money</li> <li>• Tips for drastically increasing your live auction revenue</li> <li>• How to craft your best special appeal strategy</li> <li>• How to tell your story to maximize impact</li> <li>• Tools to get you on track and ahead of the curve</li> </ul> <b>BONUS SESSION:</b> This session will cover new trends in online and mobile bidding technologies. We will discuss how to drive participation and raise more funds with minimal effort using online bidding; how online auctions can be seamlessly integrated, and how to leverage social media to extend your fundraising reach.	<b>Negotiating with Confidence</b> <i>Bill Bartolini, Ph.D., ACFRE, Ohio State University</i>  So, you've asked (with confidence, of course) and the donor has some objections or concerns – or maybe even has said "No." What do you do? Why you negotiate with confidence, of course! This session with focus on a few simple techniques you can use to reframe the conversation and keep the discussion going. In this engaging and interactive session with Bill Bartolini, ACFRE, we'll discuss "closing" the request and how you can follow up to ensure success.	<b>Panel Discussion: A Conversation About Leadership &amp; Mentorship</b>  <i>Panelists: Chris Benjamin, Alexander &amp; Baldwin; Michael Broderick, YMCA of Honolulu; Jean Rolles, Community Leader; Moderator: Cara Mazzei, The Nature Conservancy Hawaii</i>  Leaders have a vision of what can be achieved and then communicate their ideas and strategies for realizing the vision. They motivate people and are able to negotiate for resources and other support to achieve their goals. Join us for a conversation about why leadership is so important and how mentorship can be transformative.
11:00 am - 11:45 am	6TH FLOOR FOYER: NETWORKING - Mingle with Hawaii's premiere philanthropy community. Trade business cards, learn about what other organizations are up to, get to know AFP members, and more!			
11:45 am - 12:00 pm	6TH FLOOR FOYER: AWARDS LUNCHEON CHECK-IN			
12:00 pm - 1:30 pm	<b>ANGELFISH BALLROOM (6TH FLOOR): NATIONAL PHILANTHROPY DAY AWARDS LUNCHEON</b> <i>Honorees: Outstanding Philanthropists - Co-recipients: Jim Lally and Bob &amp; Frances Bean; Outstanding Volunteer Fundraiser - Rich Wacker; Outstanding Corporation - Servco Pacific Inc.; Outstanding Foundation - Harold K.L. Castle Foundation; Outstanding Youth - Megan Kobayashi; Outstanding Philanthropist In Memoriam - Leonard &amp; Rebecca Kamp; Outstanding Professional Fundraiser - KC Collins, CFRE; and AFP President's Award - Eric Schiff</i>			
3rd Floor	YELLOWTAIL I	YELLOWTAIL II	BLUEFIN I	BLUEFIN II
1:45 pm - 3:00 pm	<b>Simple Psychology of Asking for Money</b> <i>Sam Swaim, Swaim Strategies</i>  This workshop is designed to root participants in the importance of speaking from the why and telling your story to move a donor to give. We will begin with an examination of the neuroscience behind a successful ask. We will then provide examples of how storytelling and speaking to why you do this work moves donors. Finally, we will work with participants to develop their own why statements and to exercise their ability to ask for money. By the time the session ends, the goal is to reduce the anxiety of asking for money and provide the simple tools and tricks to make it possible for everyone.	<b>Panel Discussion: Legacy Donors - Prospects for Life. They've Agreed to Leave a Legacy...Now What?</b> <i>Panelists: Carrie Ogami, Punahou School; Kyle Karioka, Salvation Army; Lara Siu, The Nature Conservancy of Hawaii; Moderator: Martha Hanson, Hawaii Community Foundation</i>  Gift officers from four organizations will talk about why the courtship with planned giving donors doesn't end with documenting their commitment. Hear how these organizations keep their donors informed, engaged, and committed.	<b>Advocating for Your Mission and Funding It</b> <i>Lisa Maruyama, President &amp; CEO, Hawaii Alliance of Nonprofit Organizations (HANO); Denise Hayashi Yamaguchi, Principal, Denise Hayashi Consulting, LLC</i>  Learning to get comfortable enough to engage in advocacy work and government funding may be a new area for you and your board members. This session will help you navigate the government and political process for your nonprofit, both on your advocacy work and in identifying government funding streams. This session will demystify advocacy and clarify the regulations for 501(c)(3) organizations, introduce tactics and strategies best suited for nonprofits, and gain a deeper understanding of the government grants sector, with an emphasis on best practices in Hawaii.	<b>Trends in Digital Marketing and Fundraising: How to Grow Your Organization's Brand &amp; Turn That Support into Dollars</b> <i>David Aquino, Blue Planet Foundation; José A. Fajardo, Hawaii Public Radio</i>  Do you use your social media and online fundraising platforms to its full capacity? Lean how to leverage your current support base, increase your reach, and partner with social media influencers (via Facebook, Instagram, and Twitter). Turn your increased reach into new donors through successful online fundraising. Join us for digital tips and tricks with Blue Planet's Creative Director David Aquino and José A. Fajardo, Hawaii Public
3:15 pm - 4:30 pm	<b>Sustainability with Corporate Sponsorship</b> <i>Sam Swaim, Swaim Strategies</i>  Sponsorship is an opportunity for business partners to be seen, to engage, to connect and to deepen their relationship with organizations. However, getting sponsors to say 'yes' to a proposal is just one part of the work. Properly managing the relationship is essential to making the sponsor's experience working with an organization beneficial and easier for the organization to bring them on board year after year. The session will focus on creating a system of mindful stewardship that enables organizations to engage the support that their mission and work deserve, and turn that support into lasting partnerships that will help their work continue to move forward.	<b>Why Successful Fundraising is More Like Football Than Golf</b> <i>KC Collins, CFRE, University of Hawaii Foundation</i>  Is your organization operating their fund development more like PeeWee Football or the NFL? If you are new, or newer to fund development, and always wondered how leadership, trustees, volunteers and your role 'fit together' this is the session for you.	<b>Managing Staff as if They Are Donors: Using What We Know About Donor Behavior to Bring Out the Best in Staff</b> <i>Bill Bartolini, Ph.D., ACFRE, Ohio State University</i>  We know a great deal about our donors – including their predispositions, attitudes, and motivations. We often bring out the best in donors, but we have trouble understanding and working with staff. In this interactive session, we'll use research on human behavior and apply what we know about donors to our staff, with the goal of understanding, motivating, and mentoring effectively.	<b>Panel Discussion: What Do We Do Before Disasters Strike? Lessons Learned from the Kauai Flood and Kilauea Eruption</b> <i>Panelists: Darcie Yukimura, CFRE, Hawaii Community Foundation-Kauai; Matt Beall, Hawaii Life; Brandee Menino, Hope Services Hawaii; Diane Chadwick, Hawaii Community Foundation-Hawaii Island.</i>  What roles do non-profits play when disaster strikes and how do we prepare for them? Learn from those who have experienced it first hand on Kauai and Hawaii Island this year.
4:30 pm - 5:30 pm	GROUND LEVEL: OPTIONAL NETWORKING: NO HOST COCKTAILS AT THE O BAR			

Note: Sessions topics and descriptions are subject to change.

## Driving Directions to 'Alohilani Resort Waikiki Beach



The 'Alohilani Resort Waikiki Beach is located at 2490 Kalakaua Avenue, Honolulu, and is approximately 20 minutes away from the Daniel K. Inouye (Honolulu) International Airport, which is the starting point for the two alternate driving directions below.

- Take H-1 East/Waikiki exit.
  - Get off at the Punahou exit.
  - Turn right onto Punahou Street.
  - Turn right at the first intersection onto Beretania Street.
  - Get into the far left lane and turn left onto Kalakaua Avenue.
  - Continue on Kalakaua Avenue for approximately 1.5 miles.
  - Turn left onto Lili'uokalani at the third stoplight after International Market Place.
  - The entrance to the parking garage is on your immediate right.
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- Take Nimitz Highway heading east.
  - Stay on Nimitz until it becomes Ala Moana Boulevard.
  - Pass Ala Moana Shopping Center on your left.
  - From Ala Moana Blvd, turn right onto Kalakaua Avenue.
  - Continue on Kalakaua Avenue for approximately 1.5 miles.
  - Turn left onto Lili'uokalani at the third stoplight after International Market Place.
  - The entrance to the parking garage is on your immediate right.

### Parking fee:

Validated event parking is \$8 for self-parking and \$12 for valet parking. Validated parking is good for 8 hours.