

April 2020

COVID-19 Advisory

*A message from Angela Britten, CFRE,
AFP Aloha Chapter President*

We have been keeping a close eye on COVID-19 (Coronavirus) and recommendations from the Centers for Disease Control and the World Health Organization. We recognize that we have an ethical responsibility to consider the health and well-being of our community, and to that end, please note that some upcoming events may be canceled or postponed. Please see our [website](#) for the latest updates. The Association of Fundraising Professionals Aloha Chapter Board is grateful for your understanding and flexibility.

Visit AFP Global for:

- * [Coronavirus/COVID-19 Resource Guide](#)
- * [AFP Connect](#) (AFP Global online discussion platform including affinity group communities)

April 8th Member Listening Pau Hana is Going Virtual



Due to the COVID-19 situation as well as the stay-at-home restrictions, the previous in-person Members Listening Pau

Aloha Chapter Professional Advancement Update



We would like to extend our Mahalo to the March 10th "Art of the Ask" with Bruce Berglund, CFRE, attendees and to the YMCA of Honolulu for sponsoring the event! About 40 people attended this insightful and informative session, which was held at the Plaza Club.



The Aloha Chapter was also pleased to host a free webinar "Fundraising with Aloha in the Midst of COVID-19" on March 24th presented by Jennifer Oyer, CFRE, our Professional Advancement Committee Chair. A second "Hana Hou!" session was also done on March 31st. Jennifer, in her capacity as

Hana is going VIRTUAL!

Join us for our 1st Virtual Membership Pau Hana next Wednesday, April 8 from 4:00-5:00pm. Have your favorite pau hana drink in hand so we can raise a glass and toast all of our amazing fundraising professionals who have been working tirelessly these past few weeks.

Please register in advance for this meeting:

<https://zoom.us/meeting/register/uplkceqspjltJrTvSlghzAHA12bQ7kNowQ>

This will be a fun time to network, talk story, and share ideas virtually!



If you can't join us, we'd still love to hear from you! Please take a few moments to submit your membership feedback in our [SURVEY!](#) Please complete the survey by April 10th. Thank you.

If you have any questions about membership or would like to join the Membership Committee, please contact Mariko Chang, our Membership Chair at membership@afphawaii.org or Chapter Administrator Susan Oshiro at admin@afphawaii.org.

**Member Spotlight:
Hugh R. Jones
In-House Counsel
University of Hawaii Foundation**



Last in our series of three profiles, we would like to introduce our new Aloha Chapter Board of Directors member, Hugh R. Jones. Formerly with the Hawaii Attorney General's office, Hugh brings his substantial nonprofit sector legal insight to our

Principal and Managing Director of Community Impact Advisors, provided valuable information about fundraising practices and helped to calm the anxiety during these uncertain times. We would also like to thank Jeeyun Lee, MSW, Managing Partner of ChangeWorks LLC, who along with Jennifer presented a follow up live Q&A session on March 27th and answered questions and provided their support to all participants in their fundraising efforts. You can listen the March 24th webinar [here](#).

We will be hosting our previously planned in-person April 23rd "Ask the Experts! Roundtable Conversation with Advancement Professionals & Consultants," as a free seminar via remote online platform. We are sure you will find great value in hearing from the participating experts. We will be sending out email updates soon or check our [website](#) for the most current info.

The planned May 12th session, "Elevate Your Fundraising Events: Creating Special Donor Experiences & Increase Revenue," will now be presented virtually. The session will also touch upon Virtual Events and covering how an organization can make up for lost revenue if their events were canceled due to COVID-19. Stay tuned for more details to come.

Our Professional Advancement committee recognizing that given the current fluid situation, will

board. We appreciate Hugh for taking the time to share a little about himself with us.

How long have you been at your current organization?

I joined the UH Foundation in June 2018 after 28½ years at the Attorney General's office doing tax work and charitable oversight work.

What encouraged you to join the AFP board?

I've partnered with AFP in promoting ethical fundraising practices for nearly 15 years and I was encouraged to join the board by Sanae Tokumura.

What is your one best advice for someone new to fundraising/non-profit field?

The truth is always your friend, advocate for the mission of your organization, educate the donor about the importance of their generosity to your organization, and listen to your inner voice about right vs. wrong.

Are you involved or a member of other organizations?

I am the past president of the National Association of State Charities Officials, past president of the Hawaii State Bar Association, a trustee of the Kalama Beach Club in Kailua, and serve in the public policy committee of HANO. I am currently serving on the Judiciary's Lawyer Task Force on Attorney Well Being.

Can you share a little about your family?

I've been married to Katharine Lloyd who works at the Hawaii Community Foundation for 29 years, and have a 21-year-old son Nate, who is a Junior at Marist College and 16-year-old daughter, Molly who is a Junior at Kailua High School. This past fall, she was the place kicker on the high school Varsity football team.

What is your favorite pastime/hobby or what do you like to do when you have some free time?

I enjoy a wide variety of music and go to the gym every day if possible to do cardio, and light weight training. I enjoy cooking and have recently taken up padding in a one-man outrigger canoe. One of my hobbies is photography and I regularly post on Instagram.

If asked for a good place to eat, where would you recommend?

For a special night, my wife and I enjoy Haleiwa Joes in Kaneohe and we often dine at Tokoname Sushi in Kailua. On the town side, we've enjoyed Moku's recently. And the Halekulani for really special occasions.

Do you have a favorite saying you'd like to share?

New beginnings often begin with painful endings. It about the importance of failure as a teacher in everyone's lives.

be adding "pop-up" virtual sessions as needed to provide support to our fundraisers during this time. If there are specific topics that you would like to discuss or learn more about, please contact us!

As our Chapter President Angela Britten, CFRE, shared, "Now is the time for us to put our heads down and paddle together to push through these swells-- to remember our foundational best practices and support one another."

Please contact Chapter Administrator Susan Oshiro at admin@afphawaii.org for any questions or more info.

AFP Aloha Chapter Government Relations/Advocacy Committee Update

Senate Bill 2112 was passed out of the Senate in amended form-this bill would repeal the GET on nonprofit organization's fundraising income. Ninety-five pages of testimony by Hawaii's nonprofit sector were submitted. The bill was referred to the House Finance Committee, but due to the suspension of the Legislative Session on March 16th, the bill must await the resumption of the session, either this year or possibly next year. HANO estimates that the bill would save \$1.5 million in taxes that the nonprofit sector could deploy to their programs and operations.

We will keep you updated on important legislative issues related to the nonprofit industry. And if you would like to join the Government Relations/ Advocacy Committee, please contact Hugh Jones, Chair, at

Member Benefit: AFP360°--Launch Your Career in the Right Direction!

AFP360° is an online career builder and management tool provided to all AFP members through our partnership with Korn Ferry and its Advance program. The standard set of services in AFP360° is provided free of charge to members!

All AFP members receive the following standard services upon registration:

- Digital Resume Analysis, unlimited usage
- Traits Assessment
- Korn Ferry Job Board* access (*separate service from AFP Career Center)
- Career Insights
- Interview App for 80 minutes

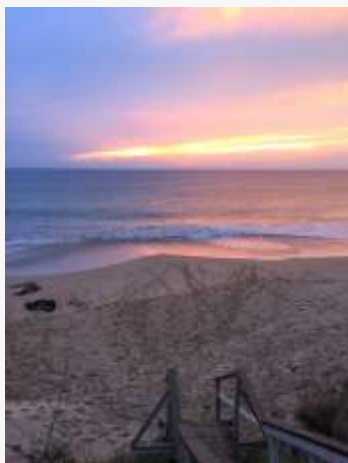
That's right--members receive free of charge 80 minutes of artificial intelligence coaching and feedback on meeting and interview preparation! Additional time can be purchased if desired.

For more info, go to: <https://afpglobal.org/AFP360>

Understanding Our Host Culture

*by Pomai Toledo,
The Friends of Iolani Palace
and Aloha Chapter Board Member*

E Iho Ana: A Prophecy Chant



E iho ana o luna
E pi'i ana o lalo
E hui ana nā moku
E ku ana ka paia

*The high will be brought low
The low will be lifted up*

Hugh.Jones@uhfoundation.org
or Susan Oshiro at
admin@afphawaii.org.



ICON 2020 Goes Virtual

Like many planned large gatherings, AFP ICON 2020, the world's largest conference for professional fundraisers, originally to take place at the Baltimore Convention Center, was cancelled and instead went virtual.

AFP ICON Virtual consisted of three days of educational sessions (9 sessions in total) on March 29-31, and featured some of the best content and speakers, including past Aloha Chapter NPD presenters Martha Schumacher, Wayne Olson, and Gail Perry. It also featured a keynote interview session with Chef José Andrés.

All the education sessions were recorded so it could be viewed at leisure post-conference. A conference app featured access to live bonus content, including interviews with top leading fundraisers discussing fundraising in challenging times; surveys; and discussion forums--was added to connect and communicate with conference participants.

AFP ICON 2021 is planned for April 18-20, 2021, in Minneapolis, Minnesota.

**Poem from Aloha
Chapter Member
Rüdiger**

*The islands will be united
The walls shall stand upright*

Source: Adapted from *Hawaiian antiquities* by David Malo, c/o
Nā Mea Hawai'i.

(Hawaiian vowels are pronounced similarly to Spanish vowels:
"ah-eh-ee-oh-u" or the like).

AFP Aloha Chapter Receives Ten Star



The Association of Fundraising Professionals Aloha Chapter has been named a **2020 Ten Star Chapter**.

Every year, AFP, the largest association of professional fundraisers in the world, honors chapters for achieving objectives that align with key goals in its strategic plan. Criteria for the award are determined by AFP Global. A list of several goals is published annually, and chapters must accomplish 10 of these goals during the year and submit a nomination form for verification to be honored.

Chapters receive the Ten Star Award for performing specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy. In 2020, just one-third of the 240 AFP chapters were named Ten Star Chapters, so the Aloha Chapter is one of a select group of chapters to earn this honor.

Ten Star Chapters are recognized at the annual International conference and also earn the privilege of displaying the Ten Star logo on their website, newsletters, and stationary.

Save the Date
NPD 2020 is on November 12th at the
Sheraton Waikiki

(Rudy) Rückmann Accepted into the 2020 ICON Diversity Art Showcase

Besides bringing thousands of fundraisers together for an annual conference, ICON also features the opportunity for talented AFP members to submit and display their art and poetry. Normally shown at the conference's Marketplace, the showcase strives to portray the uniqueness, value and diversity of people through art, photos and poetry.

This year, a poem from one of our very own Aloha Chapter members, Rudy Rückmann, Pacific Buddhist Academy Director of Advancement, was accepted into the showcase. Unfortunately, due to the cancellation of the in-person conference, the display too, didn't take place. So we would like to share with you Rudy's poem here. Rudy notes that, "the poem is about my grandfather who never made it past the 8th grade because he had to leave school to work on the family farm. He was one of the smartest people I've ever known." Congratulations Rudy for your achievement and thank you for sharing your poem.

Why a Farmer Stays Close to the Farm

*It's been suggested that I stray
from these open
fields of tall grass and hay,
that I leave behind the
creek winding its way past our
plain home, its
crooked embrace of land
cleared of pine trees and
stone, the forest always
nearby, always home.*

*They wanted me to move into
town, to take a job*



Mark your calendars for our 2020 National Philanthropy Day Conference and Awards Luncheon! NPD 2020 will be held on **Thursday, November 12, 2020 at the Sheraton Waikiki Hotel.**

More details to come!

Post your job with AFP

The Aloha Chapter has an easy-to-use online process to post job announcements for Hawaii's nonprofit organizations! Post a job now and ensure your post is seen by nearly 1000 of our contacts, friends and associates.

*We also offer a "Featured Job" designation for an additional fee. If you select this option, your job will be noted as a featured job and will be listed at the top of each weekly job notice email AND at the top of the jobs listings on our website for the duration of your posting (maximum 60 days).

[Post now...](#)

On the job hunt?

Check out the latest fundraising jobs available in Hawaii such as this:

[Donor Relations Director](#)

The Salvation Army Hawaiian & Pacific Islands Division

[Development Director](#)

HUGS

[Development Manager](#)

Pearl Harbor Aviation Museum

[Executive Director of Development](#)

The Salvation Army - Hawaiian and Pacific Islands Division

[View more jobs...](#)

*with steady pay where time
could be reined in
instead of stretching endlessly
from one day to the
next and rewards would be
controlled by people
rather than nature and her
fickle embrace I have
known all my life on this farm
where I will stay.*

© by Rüdiger Herzing
Rückmann



P.S.

Rudy's article, "Encouragement is Everywhere" about his beautiful daughter and running marathons, was included in the March 4th issue of MidWeek. Rudy noted that since he wrote the article, he has now completed 28 marathons with hopes to get to 30 by the end of the year.

[Read the article...](#)

You Can Still Get Involved--Join an Aloha Chapter Committee in 2020!



Please consider getting more involved in the Aloha Chapter this year by joining a committee! Here are some things to consider:

7 Reasons to Join an AFP Aloha Chapter Committee

1) **Experience:** You will get to experience how things work inside the Aloha Chapter and see what all goes into making the chapter tick.

2) **Relationships/Networking:** Joining a committee helps you build stronger relationships and connections with colleagues in your field.

3) **Development:** The things that you will learn while participating in a committee can translate positively into your professional and personal development.

4) **Leadership Opportunities:** Through active participation on a committee, you may decide to expand your role in the chapter or consider becoming a future board member.

5) **Share Your Expertise:** You can join a committee where you can share and contribute in an area that complements your strong suit.

6) **Service:** Joining a committee gives you the opportunity to serve AFP at a greater level and contribute to the growth and future success of the organization.


7) **Community:** The Aloha Chapter is made up of a wonderful community of knowledgeable and helpful industry professionals. And you'll be able to give back to the community that AFP serves by making a difference

through committee involvement.

View the list of [2020 Aloha Chapter Committees](#). You may contact the committee chair directly or if you have any questions, please contact Chapter Administrator Susan Oshiro at admin@afphawaii.org for assistance.

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