

September 2018

Last Chance to Register for Our Donor Relations Workshop by Lynne Wester on September 11th



Lynne Wester strongly believes that donor relations is the key to unlocking fundraising success and that organizations must be as dedicated to the donor experience, or DX, as they are to the ask itself. Lynne will be presenting, "Donor Experience, DX Unlocks the Future of Your Fundraising Relationships" on Tuesday, September 11th, 9:00-11:00 a.m. at the Ala Moana Hotel, Garden Lanai.

Registration closes tomorrow, Thursday, September 6th! Don't miss this creative, dynamic speaker who knows from experience what works and what doesn't. Fees for AFP members are \$50 and \$60 for non-members. Organizations that register 5 or more participants, can register at the AFP member rate for all. Light refreshments and coffee will be provided.

[Register Now...](#)

Aloha Chapter Events Calendar

September:
Donor Relations Workshop
 September 11, 9:00-11:00am
 Presenter: Lynne Wester, Partner, Donor Relations



2018 NATIONAL PHILANTHROPY DAY
BETTER TOGETHER
It's what makes Hawaii work
SAVE THE DATE!
THURSDAY, NOVEMBER 15, 2018
 Join us at our **NEW** venue: The Alohilani Resort

Congratulations to our 2018 National Philanthropy Day Awardees!

On behalf of the Association of Fundraising Professionals (AFP) Aloha Chapter Board, we are pleased to announce the recipients of this year's National Philanthropy Day awards luncheon. This year's luncheon will take place on Thursday, November 15, 2018 at the 'Alohilani Resort (former Pacific Beach Hotel).

The AFP Aloha Chapter celebrates National Philanthropy Day each year by honoring our community's outstanding leaders in philanthropy who give their time and talent to make Hawaii thrive. Selections of this year's outstanding leaders in philanthropy were made by a blue-ribbon panel of community leaders convened by our organization. We are delighted to welcome the below recipients to a distinguished group of current and past honorees.

Outstanding Fundraising Professional

KC Collins, CFRE

Outstanding Youth

Megan Kobayashi

Outstanding Corporation

Servco Pacific, Inc.

Outstanding Foundation

Harold K.L. Castle Foundation

Outstanding Philanthropist

Co-recipients: Jim Lally and Bob & Frances Bean

Outstanding Philanthropist-In Memoriam

Leonard & Rebecca Kamp

Outstanding Volunteer Fundraiser

Rich Wacker

President's Award

Guru Group
Ala Moana Hotel, Garden Lāna'i

November:

Annual National Philanthropy Day (NPD) Conference & Awards Luncheon

Thursday, November 15
Alohilani Resort Waikiki Beach
(formerly the Pacific Beach Hotel)

December:

AFP Annual Meeting & Luncheon

December 4, 11:30am-1:00pm
Guest Speaker: Dr. Maya Soetoro-Ng, Co-Founder,
Ceeds of Peace
The Pacific Club

[View website calendar...](#)



Amy Bennett

Director of Donor Services
Hawaii Theatre Center

Kamalani Rodrigues

Campaign Director
Cathedral Basilica of Our Lady of Peace



Aloha Chapter 2018 Annual Meeting and Luncheon
Monday, December 3, 2018, 11:30am-1:00pm
The Pacific Club, Honolulu



Featuring keynote speaker
Dr. Maya Soetoro-Ng

Eric Schiff

Please join us on Thursday, November 15, 2018 at our new location, the 'Alohilani Resort for National Philanthropy Day 2018! For sponsorship opportunities, table reservations, and additional details, please visit our [Aloha Chapter website](#).

Aloha Chapter Scholar Spotlight:

Marlene Murray,
Executive Director,
Pacific Tsunami Museum



In lieu of our monthly member spotlight, this month we are featuring a recent neighbor island scholar. As a chapter with some geographic challenges, one of our goals is to give our neighbor island colleagues the opportunity to attend our professional advancement sessions on Oahu by offering a travel scholarship to cover partial air/ground transportation costs. Marlene attended our recent donor panel session and we thank her for sharing her experiences with us.

As Executive Director of the Pacific Tsunami Museum, raising funds to continue our important mission, (saving lives through tsunami education and awareness), is always at the top of my To Do list.

I am continually looking to improve my skills in fundraising and therefore was delighted to have attended AFP's Kim Klein's wonderful presentation, "How Do I Get Money in the Door?" in Hilo in March. I then applied for and received a travel scholarship to attend "Why Do Donors Give? A Major Donor Panel Discussion" in August on Oahu. It was another great presentation and I took three pages of notes, which I shared with my board president as soon as I returned to Hilo.

I was so impressed with the presentations that I will be joining AFP and I look forward to attending many more events!



Unfortunately, due the concerns about Hurricane Lane, we decided to cancel the scheduled August 23-24 Fundamentals in Fundraising Course. We have rescheduled the session to October 29-30, 2018, however at this time, we are at maximum capacity and presently don't plan reopen registration.

Fun in Fundraising: Are You Getting Creative About Fundraising?



Let's face it. Cats may be the favorite pet of America but in Hawaii, a lot of people just don't like them. In fact, many want them off the landscape by any means possible.

With an island population of 3,000 people and a mission that's largely unappealing to the resident base, the odds were stacked against the success of Lanai Cat Sanctuary (LCS) as an animal welfare charity. Lucky for 600 furry little in residence, these cats have fundraiser Keoni Vaughn, who was willing to get creative about creating success.

We caught up with LCS Executive Director Keoni Vaughn who was featured in June on CNN Travel. Here are lessons that he's learned about how to beat the odds.

- Cultivate Community. If donors aren't in your neighborhood, find them elsewhere. Find pockets of enthusiasts and cultivate those clusters of

AFP Chamberlain Scholarship Program Covers Registration Fee for the 2019 AFP International Conference on Fundraising in San Antonio!

The AFP Foundation for Philanthropy offers every AFP chapter one **Chamberlain Scholarship**, which covers the recipient's conference registration only (less a \$10 processing fee) to the [2019 AFP International Conference on Fundraising](#) in San Antonio, TX, March 31-April 2, 2019. The Chamberlain Scholarship program honors [Ralph E. Chamberlain, CFRE](#), who had a long and distinguished career of service to AFP. The scholarship is available to individuals who have never attended an AFP international conference. Travel and other associated costs are the responsibility of the recipient. The Aloha Chapter Scholarship Committee will be selecting the awardee for this scholarship. **Applications are due by October 12, 2018.** [More info/application...](#)

The AFP Foundation for Philanthropy is also offering the **Diverse Communities Scholarship** program for members of diverse communities to attend the [2019 AFP International Conference on Fundraising](#) in San Antonio, TX, March 31-April 2, 2019. **The \$1,500 scholarship covers the \$799 conference registration fee + some travel expenses, is for each of the currently identified AFP diverse communities.** AFP's diverse communities include: African-American/Black, Asian, People with Disabilities, Faith-based, LGBTQ, Hispanic, Jewish, Rural, or another underrepresented community. The scholarships were in part made available by donors who contributed to the diversity scholarship campaign and helped ensure the success of this program.

The application process is from September 1 to October 31, 2018 and is open to both AFP members and nonmembers. **Deadline for application submission is October 31, 2018.** Selected candidates will be notified by email by December 1, 2018. The Diverse Communities Scholarship program is being managed by the AFP Foundation for Philanthropy.

[2019 Communities Scholarship Program Overview/Criteria & Application](#)

Got Board Potential?

*By S. Sanae Tokumura, ACFRE, APR
Immediate Past President, Aloha Chapter
Chair, Aloha Chapter Committee on Directorship*



people.

- Create An Attractive Attraction. Many mission-driven organizations have something authentic that will be appealing to visitors who want out of the commercialized landscape. Don't discount the visitor market. Taking the time to amplify your visitor appeal in forums like TripAdvisor and through outreach to the media community matters. For LCS, tourists regularly day trip from Maui for the experience.
- Consistently Communicate. Gather emails through various portals including website popups and establish a program to consistently communicate. Investing in sharing your most entertaining and uplifting stories creates emotional connections that bring prospective donors closer.

"Fundraisers don't need to reinvent the wheel." Says Keoni. "They need to creatively employ digital and face-to-face outreach along with cool ways to give that create results." The Sanctuary launched a cat sponsorship program that generates more than \$72,000 per year. The sanctuary's revenue has increased by 100 percent every year over the last three years due to innovative pilots, relentless public relations and intensive donor cultivation.

Lanai Cat Sanctuary is the No. 1 visitor destination on Lanai and was recently inducted to Trip Advisor's Hall of Fame. With only one position devoted to fundraising and administration, it has amassed a following of more than 24,000 fans on Facebook and 19,000 on Instagram. The sanctuary is under construction and expanding by 20,000 square-feet to increase its capacity from 600 to 1,100 cats.



Please consider joining next year's Aloha Chapter Board

Ever wonder what it's like to be an Aloha Chapter board member? Who are these people and what do they do? Aloha Chapter board members are expected to: adhere to professional ethical behavior, attend all board meetings (well, we allow you to miss a couple), attend our professional advancement programs, lead a committee, help out with our signature event National Philanthropy Day, have a CFRE credential or at least aspire to be credentialed, contribute a bunch of dollars to our annual campaign *Be the Cause*, get colleagues involved in professional advancement in fundraising and the Aloha Chapter, etc., and for all this we don't get paid a penny. We even pay our own way to our programs! Why, why....?

For me, to be involved in supporting fundraising professionals is to support your entire community's wellbeing. Many professionals have reported that coming to Aloha Chapter's programs began their serious commitment to the ethics and purposes of our profession, and helped them stay focused on the bigger picture. Finally, helping to govern our professional chapter here provides opportunities for involvement on the national and international levels of AFP, which is the experience of a professional lifetime. I hope you take on the challenge.

Please send your CV, a photograph and a letter of interest in providing board leadership for our 2019 AFP Aloha Chapter Board to me at solidconcepts@hawaii.rr.com.

AFP Member Benefit: Free Access to AFP's 2018 Compensation and Benefits Report



Have you seen **AFP's 2018 Compensation and Benefits Report** yet? All AFP members get FREE access to the 145-page report covering salaries, benefits, and other compensation earned by fundraisers in 2017 (member login required). Data also broken down

AFP Foundation for Philanthropy

BE the CAUSE

Empower. Strengthen. Transform.

Mahalo to all AFP Aloha Chapter donors for their contributions and to our board for attaining 100% participation in the 2018 BE the CAUSE Campaign.

Please join these chapter members and make your gift today! Go online to afpfoundation.org/bethecause and click the DONATE NOW button.

(gifts as of 8/29/2018)

President's Club: \$1,000-\$2,499

Sanae Tokumura ACFRE APR

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.

[Post now...](#)

On the job hunt?

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

Donor Database Administrator

Honolulu Museum of Art

Development Associate

Honolulu Museum of Art

Director of Annual Giving Programs

Chaminade University

[Search more jobs...](#)



"True philanthropy requires a disruptive mindset, innovative thinking and a philosophy driven by entrepreneurial insights and creative opportunities."
~ Naveen Jain

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Ambassador's Club - Ruby Level: \$250-\$499

Cathy Alsup, CFRE
Angie Golis-Yamamoto*
Janice N. Knapp, CFRE
Patti M. Look
Myles Shibata

Ambassador's Club - Sapphire Level: \$100-\$249

Angela Britten
Chelsie Castillo
KC Collins, CFRE
Martha Hanson
Eric La'a
Cynthia Lallo, CFRE
Maile Kawamura
Laura Kay Rand*
Anne Marie Rizzo, CFRE
Michael Robinson
Rüdiger Rückmann
Mariette Lissa Schiff*
Norma Spierings
Rozetta Williams, MA

Friends of the Foundation: \$50 to \$99

Kristi L. Bates, CFRE
Brooke Carroll
Jennifer Dotson
Susan Oshiro
Suzanne M. Sato

Bolded name(s) were added since the last listing

**Alpha Society member - recurring monthly giving program, amounts will increase on a monthly basis*

A portion of every donation to AFP BE the CAUSE Campaign comes right back to our chapter to support important local professional development programs such as scholarships for NPD. *"We are extremely grateful to our chapter members who have personally contributed to BE the CAUSE. Their investment is so important to AFP and our profession,"* said Janice N. Knapp, CFRE, AFP Aloha Chapter Committee Chair, BE the CAUSE Campaign.

To learn more or to make an annual contribution today to the 2018 BE the CAUSE Campaign please go to: afpfoundation.org/bethecause

August 3rd Major Donor Panel Message: Engage Us in Causes We're Passionate About!





Aloha Chapter President Cathy Alsup with moderator Kelvin Taketa, and panelists Bob Bean, Elizabeth Rice Grossman, and Larry Rodriguez.

Nearly 60 AFP members and their guests attended the August 3rd major donor panel discussion, "Why Do Donors Give?" at The Pacific Club. Local philanthropists Larry Rodriguez, Bob Bean, and Elizabeth Rice Grossman with moderator Kelvin Taketa, former President & CEO and current Senior Advisor at Hawai'i Community Foundation, shared their thoughts about why they give. One of the take-away messages was to engage your board members, keep them informed and involved with your organization beyond the board meetings and gift requests.

The panelists shared about what motivates them to give and what they look for in the organizations that they support. And based on our post-session survey, attendees overall noted that they gained a greater understanding of why major donors give and also gained knowledge or skills that they can use in their job.

Participants were also asked about development and fundraising topics for future professional development sessions. Suggested topics included: a panel discussion with focus on K-12 education, blended planned gifts, board engagement in fundraising, and email drip campaigns.



Cathy Alsup welcomes everyone to the session.