

October 2017



"Life engenders life. Energy creates energy. It is by spending oneself that one becomes rich."  
~ Sarah Bernhardt

## Building a Solid Foundation by Jennifer Oyer, CFRE



The AFP Aloha Chapter's most recent Fundamentals of Fundraising course reminded me that no matter what level of experience you have, there are always opportunities to enrich your skills and add to your knowledge base.

Philanthropy plays such a critical role in our organizations and the Fundamentals of Fundraising course, presented by the AFP Aloha Chapter each year, is an excellent way for new professionals to build a solid foundation with an overview of fundraising best practices, professional standards, and ethics. While designed for fundraising professionals with zero - four years of experience, I found that it also

Meet NPD's Plenary  
Speaker:  
*Kai'ulani Murphy,*  
*Navigator/Education Specialist*  
*Polynesian Voyaging Society*



**MAKING WAVES**  
THE POWER OF COMMUNITY ACTION

**2017 NATIONAL PHILANTHROPY DAY  
LUNCHEON & CONFERENCE**

Wednesday, November 1, 2017 • Sheraton Waikiki Hotel  
7:30 a.m. – 5:00 p.m.

Ka'ulani Murphy is Education Specialist at Polynesian Voyaging Society (PVS) and an Instructor at Honolulu Community College where she teaches Hawaiian Studies – Voyaging. Murphy was part of the 60,000-nautical mile PVS Malama Honua Worldwide Voyage. Ms. Murphy is a graduate of Kamehameha Schools.

Join us on November 1 at the Waikiki Sheraton to hear from this community member who began with PVS as a volunteer, remained engaged with them throughout many years and who now aims to help them change the world.

Murphy will set the tone for a day packed with educational sessions on ethical fundraising—and the much awaited recognition of outstanding community leaders who also long to make a difference in our community with their gifts of time, talent and treasure.

**Register today!**  
Go to: [alphawaii.org](http://alphawaii.org) • or Email: [office@alphawaii.org](mailto:office@alphawaii.org) • or call: (808) 527-2426

**NPD ALERT!**  
VIP submission due date has been extended to  
Wed. Oct. 11<sup>th</sup>

[Register for NPD Today!](#)

**AFP Aloha Chapter  
Sends Our Aloha**

reinforced what seasoned professionals have learned over the years.

This year's class was a diverse and dynamic group of 5 individuals who invested two days to the profession of fundraising that we all selflessly devote our lives to every day through our non-profit organizations. Rudiger Ruckmann, Toni Stock, Jessica Sung, Davi Teves, and Terrina Wong were stretched professionally, gained new insight on building relationships with donors, and left feeling empowered to put into practice what they learned. I was proud to call each of them my fundraising colleagues and congratulate them on their professional advancement. Participants also left with 16 credit hours toward their Certified Fund Raising Executive (CFRE) distinction!

Receiving my CFRE in 2015 provided me the privilege to be a part of this year's faculty along with Cathy Alsup, CFRE, of American Cancer Society; Kristi Bates, CFRE, of 'Iolani School; Bette Mastrantonio, CFRE; and AFP Aloha Chapter President, Sanae Tokumura, ACFRE, APR. Though nowhere near as advanced as some of my mentors whom I've looked to as leaders in this profession, I was grateful for the opportunity to lend my 15 years of expertise. And, as with most of my volunteering opportunities, I left both days of teaching feeling refreshed and confident that because of our commitment to highest ethical fundraising standards in this profession, the people, places, and animals we serve every day will be improved for many years to come.



*Jennifer Oyer drives strategy, oversees organizational growth and fund development, and builds incredible teams serving as the Chief Development Officer for The Salvation Army Hawaiian and Pacific Islands, one of the largest social services organizations in Hawaii and throughout the world. Committed to upholding effective and ethical fundraising and recognizing the profound impact that philanthropy has in our local communities, Jennifer received her CFRE certification in 2015. She currently serves on AFP's National Educational Advisory Committee and holds several board appointments on local and national professional and service organizations.*



*With deepest sympathy, we mention here the passing of Pamela Burns, 65, CEO of Hawaiian Humane Society. Burns served as president and CEO of the animal welfare organization since 1990 and was a past member of the Aloha Chapter.*

## What's in an Annual Meeting?

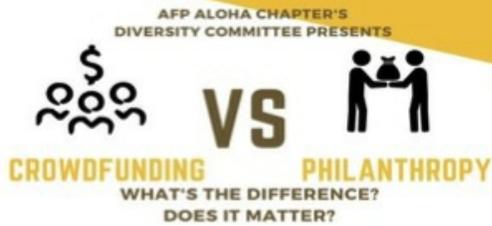


Our December 5<sup>th</sup> luncheon at The Willows Restaurant is designed for fun, networking, a fantastic speaker, prize giveaways...oh, and an annual meeting.

Registration will open on November 2<sup>nd</sup>, the day after NPD. Please look for the early registration fee benefit. And space is limited to only 35 attendees.

We had a recent change in guest speakers. Unfortunately, Josh Stanbro could no longer attend our event, however, we are excited to now feature Dr. Andrew Rossiter, Director of the Waikīkī Aquarium. Andy will be speaking to us about the aquarium, its future, and the role of philanthropy within his organization.

Your 2017 board invites you to enjoy the annual meeting with us. It will be like no other annual meeting you have ever attended!



Bring your own brown bag lunch and be a part of a deep dive conversation about diversity in fundraising.

Moderated by AFP Aloha Chapter's Diversity Committee: Angie Mercado, Chelsie Castillo and Chapter President S. Sanae Tokumura, ACFRE, APR.

*Tuesday, October 17, 2017  
Impact Hub Honolulu  
1050 Queen Street, Suite 100, Honolulu, HI  
11:30am - 1:00pm  
\*FREE to AFP members and non-AFP members*

**Registration due by Tuesday, 10/10**  
[Register Now!](#)



We'd like to welcome and share Aloha to our newest Aloha Chapter members!

**Dr. Terry Liu**  
CEO  
Hawai'i Arts Alliance

**Davi Teves**  
Donor Relations Officer  
River of Life Mission

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Dr. Andrew Rossiter,  
Director, Waikīkī Aquarium

## BE the CAUSE

Empower. Strengthen. Transform.

[afpfoundation.org/bethecause](http://afpfoundation.org/bethecause)



DIVERSITY & INCLUSION



PROFESSIONAL DEVELOPMENT



RESEARCH

Each and every day, the important work you do demonstrates that you are a leader in effecting change in our community, making it a much better place for all of us. These three words—**Empower, Strengthen, Transform**—describe WHAT you do as a fundraiser and WHY you do it.

When you give to the **BE the CAUSE Campaign**, benefiting both our chapter and the AFP Foundation for Philanthropy, you are investing in the future of our profession and advancing philanthropy for the greater good.

Our Aloha Chapter can take pride in the fact that 100% of our board has made a gift to the BE the CAUSE Campaign. Passion, purpose and pride not only drive what we do, but why we do it. My fellow Board members and I invite you to join us by making a gift to the 2017 BE the CAUSE Campaign in support of our chapter and the AFP Foundation for Philanthropy. **Donate Today!**

Thank you for all you do in support of your colleagues, our local Aloha Chapter, and the AFP Foundation. BE the CAUSE reflects your commitment to and passion for our rewarding profession. Together we are creating societal impact.

If you would like more information, please visit <http://afpfoundation.org/bethecause> or contact me with questions at [mkawamura@arthritis.org](mailto:mkawamura@arthritis.org) or at 808-596-5900. If I do not know the answer, I will be sure to get it. Thank you!

Maile Kawamura  
Be the Cause Campaign



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Aloha Chapter Chair

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### **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:

[Divisional Volunteer Coordinator](#)

*The Salvation Army Hawaiian & Pacific Islands Division*

[Director of Advancement & Alumnae Relations](#)

*La Pietra - Hawaii School for Girls*

[Director of Development](#)

*Hawaii Symphony Orchestra*

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