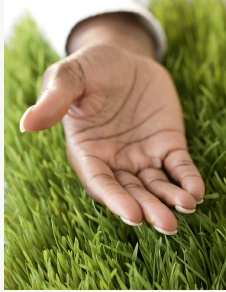


July 2017



"Wealth is not to feed our egos, but to feed the hungry and to help people help themselves."
~ Andrew Carnegie

Did You Know?

AFP members can receive [free downloads of the AFP Ready Reference Series](#)? The nine part series includes many how-to tips, step by step instructions and insights into specific aspects of the fundraising and philanthropy. Login to your account at afpnet.org to download your free copy of the AFP Ready Reference Series.

Join the Campaign--BE the CAUSE!



BE the CAUSE
Empower. Strengthen. Transform.

JOIN THE CAMPAIGN | Benefiting your chapter and the AFP Foundation for Philanthropy

When you give to the cooperative annual fund...

- ✓ You are part of something that really matters.
- ✓ You truly make a difference locally, nationally and globally.
- ✓ You build the capacity of philanthropy for the greater good.

"When I pay my AFP dues, I am investing in my personal development. When I make my annual gift to the foundation I am making an investment in the development of the profession today and in the future."
- Susan Earl Hoshart, CFRE, Immediate Past Chair, AFP Foundation for Philanthropy

BECAUSE education, training, mentoring and research empower fundraisers.

BECAUSE ethical and effective fundraising strengthens causes.

BECAUSE donors and volunteers supporting causes they value transform society.

DONATE NOW: afpfoundation.org/bethecause

Each and every day, the important work

Aloha Chapter and Lawmaking

By Michael J. Robinson



The Association of Fundraising Professionals Aloha Chapter provided testimony in support of the following legislative bills to the State Legislature and Honolulu Council which will become law in 2017:

Creating a "Culture of Philanthropy" in support of Public Spaces

- **Bill 78 (2015)** introduced by Council members Kymberly Pine and Ann Kobayashi establishes a process for the City to obtain sponsorships for public facilities, parks, programs, equipment and tangible property was signed into law at a public ceremony on May 12, 2017 at Centennial Park in Waikiki. This bill enables the City Administration to develop a program establishing a sponsorship arrangement and

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.

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:

[Volunteer Coordinator](#) - *The Institute for Human Services*

[Development Director](#) - *Catholic Charities Hawaii*

[Director of Development Research](#) - *University of Hawaii Foundation*

[Apply for a job...](#)

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[Learn more...](#)

recognition policy with individuals, community organizations or businesses and thereby create a culture of philanthropy in support of city spaces.

Promoting Non-Profit Transparency and Donor Protections

The Chapter provided testimony support of the following bills included in Governor Ige's priority package to support the Attorney General in its efforts in regulating non-profit organizations and ensuring non-profit transparency.

- **HB 1028 Relating to Charitable Organizations.** Clarifies the Attorney General's regulatory authority over charitable organizations and charitable assets. Establishes procedures for deactivation of an obsolete charitable organization. Clarifies requirements for financial reports for solicitation campaigns and charitable organizations' annual reports. Makes housekeeping amendments to exemptions from registration and reporting requirements.
- **HB 1027 Relating to Nonprofit Corporations.** Amends the nonprofit corporations law to: restore procedures that allow nonprofit corporations to convert into and out of domestic nonprofit corporations; impose a duty of loyalty on directors and officers of nonprofit corporations; and increase the length of time the attorney general has to review proposed dissolutions of public benefit corporations.

HELLO!

New Members!

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

Eric B. Batalon

Advancement Director
Institute for Human Services

Kimberly Canepa Morris

Director of Annual Giving
Chaminade University of
Honolulu

Brenda T. Kumabe, CPA

CFO
Palolo Chinese Home

Mary Leong Sanders

VP-Philanthropy
Catholic Charities Hawaii

Mary Sugimoto

Head of School
Hanalani Schools



The AFP National office provided the [summary of legislative activity](#) occurring at the Federal level.

Michael J. Robinson is Vice President of Government Relations and Community Affairs at Hawaii Pacific Health and is known as "one of the savviest operators" in Hawaii policy circles. Mike's expertise in Hawaii health care and health policy includes a keen insight on issues beyond the normal scope of health care.

How Effective Is Your Fundraising? Want Jim Greenfield's personal analysis?

By S. Sanae Tokumura,
ACFRE, APR



Every \$100 gained in 2016 was offset by \$95 in losses through gift attrition. While there was a positive \$267 million net gain-in-giving in 2016, according to the 2017 Fundraising Effectiveness Survey, gains of \$4.893 billion in gifts last year generated from new, upgraded, current, and previously lapsed donors were offset by losses of

Is CFRE for Me?: A Panel Discussion

Followed by Membership Pau Hana!

Wednesday, July 12, 2017

Panel Session:
4:00 p.m. - 5:00 p.m.

Pau Hana:
5:00 p.m. - 6:30 p.m.

Outrigger Canoe Club

Fees: \$10 for AFP members &

non-members

**includes pupu and drinks at the pau hana*

Still time to register! Hear from new and seasoned CFRE professionals about the benefits to obtaining your CFRE designation, what's involved, and better understand how, through this certification, you can learn the highest standards of ethics and competence in the philanthropic sector.

After the panel presentation, stay for the membership pau hana! Enjoy some pupus, drinks, and a great view.

[Register Now](#)

**Also see other upcoming events including a Capital Campaign event in August.*



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\$4.625 billion through reduced gift levels and lapsed donors. Research conclusions were based on anonymized fundraising data from nonprofits that use Bloomerang, DonorPerfect, eTapestry and Neon donor management software.

In addition, gains in numbers of new and previously lapsed donors of 4.882 million were offset by losses of 4.832 million in lapsed donors. This means that while there was an overall growth of 49,421 donors, for every 100 donors gained in 2016, 99 donors were lost through attrition!

Would you like to know how you could increase your growth in giving and reduce the number of donors you lose? AFP Aloha Chapter members can submit their gift data to the Fundraising Fitness Test will receive 11 reports on their giving history and donor performance. Note: This AFP service is free. Further, if they wish, their giving history can be analyzed by members of the Fundraising Effectiveness Project.

[James Greenfield, ACFRE, FAHP](#), a member of the Fundraising Effectiveness Project, will join us at the Sheraton Waikiki on November 1 to speak on the 2017 Fundraising Effectiveness Survey and how to increase giving and donor levels. He also will be analyzing the fundraising effectiveness of 2-3 volunteer organizations in Hawaii anonymously to demonstrate the importance of understanding benchmarking donor giving history with national performance statistics and the importance of allocating scarce budget resources to demonstrate improved fund development results.

Interested in this analysis? Please consider submitting your giving history to the Fundraising Fitness Test. Full instructions are below; they may require some assistance from your IT staff or donor management software firm. Those nonprofits who agree may also be considered for presentation analysis as part of our [National](#)

[Philanthropy Day Conference.](#)

[Fundraising Fitness Test](#)
