



June 2022

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National Philanthropy Day

National Philanthropy Day Awards Luncheon - November 4, 2022

National Philanthropy Day (NPD) is a special day set aside for the purpose of recognizing the great contribution philanthropy makes to our society - and to honor individuals, businesses, and support organizations that are active in the philanthropic community.

Awards Nominations Application Due by June 30th!

Are you working on your award application for the 2022 National Philanthropy Day Awards? We have a special incentive this year for submitted applications--we will extend a one-time \$50 off discount on the NPD conference fee for named nominator on the application. Applications can be submitted until 5:00p.m. on Thursday, June 30, 2022. You can submit your application [here](#).

Hawaii Legislative Update



Hawai'i nonprofits had a big win in the legislature this year! Senate Bill 3201 exempts nonprofit fundraising income from the state general excise tax, at least for a five-year period. Thanks to the efforts of Hawai'i Alliance of Nonprofit Organizations (HANO) and many other nonprofits statewide, the bill passed in the legislature, and is now awaiting the governor's approval. If it's signed into law, this change will go into effect on January 1, 2023.

Please help get this important bill across the finish line!

Please take a few minutes to send a letter to Governor David Ige expressing your support of the SB 3201. You can use our template [here](#).



Professional Development

AFP Webinar - Fundraising BS: How Behavioral Science Shapes Our Sector and Our Practice

Free Webinar Recording for Aloha Chapter Members! The AFP Aloha Chapter Professional Development Committee is pleased to offer this webinar to help support you in your fundraising efforts. "Fundraising BS: How Behavioral Science Shapes Our Sector and Our Practice," by Cherian Koshy, CFRE, was originally presented live by AFP Global on April 20, 2022.

As a benefit of membership, we are offering this recorded webinar, which you can view at



This webinar is an introduction to the principles of behavioral science and the ways it affects nonprofits and all of your donors.

your convenience, COMPLIMENTARY to AFP Aloha Chapter members (a \$79 value)! The recording is also available to non-members for a \$15 fee. This offer will be available until June 24, 2022.

REGISTER 

You will learn how to design and rigorously test a "choice architecture" that can help you and your donors make better decisions, create greater value for your donors, and improve fundraising outcomes for your nonprofit.



~ June Coffee Talk ~
Thursday, June 23, 2022
8:30-9:15am

Advanced Conversation on CFRE
Be on the lookout for an email soon with more info!



Ideas on IDEA



This monthly feature provides thought-provoking essays and diverse viewpoints on advancing Inclusion, Diversity, Equity, and Access (IDEA) in fundraising. Essays reflect the opinions of their individual authors.

Proud to be Different By Rüdiger Rückmann

Twelve years ago, in the thick of my advancement career in the thick of a cold winter, I found out my daughter would be born with a disability. My husband needed to fly back to his job as a guest professor in Germany the day we learned the news. Alone that evening, I put finishing touches on a small fundraising appeal and went to the post office. I was approached by an older woman with a disability. We had never met before.

“May I tell you my story?” she asked. As if in a trance, I nodded yes.

READ MORE

Interested in joining the AFP Aloha Chapter IDEA Committee or submitting a piece? Click [here](#) to sign up for the email list, or email IDEA Chair Ryan Catalani at idea@afphawaii.org.

Chapter News



Hawaii delegation members Mary Saunders, Catholic Charities; Pomai Toledo, Friends of Iolani Palace; Hoku Ching; and Aloha Chapter President Michelle Morihara, CFRE, Honolulu Museum of Art, gathered for dinner on Day 1.



Hoku Ching and Mary Saunders attended Aloha Chapter member Jennifer Oyer, CFRE's, ICON presentation. Jennifer, Founder & Chief Joy Officer of Community Impact Advisors, participated in her 3rd year as ICON presenter.



Thanks to generous donations to the annual Be the Cause campaign, the AFP Foundation for Philanthropy was pleased to welcome 106 Chamberlain Scholars to AFP ICON 2022! Amongst the group was Aloha Chapter's representative Hoku Ching.

Chamberlain Scholar Hoku Ching Shares His Reflection on ICON

Aloha mai kakou,

As I stepped foot into a room of strangers, I was immediately greeted by colleagues from all over the world who not only spoke the same “fundraising language” but shared the same passion for people. We began with a task so familiar and ingrained in the fibers of our calling: we wrote thank you cards! I felt like I was right at home. The next few days would be an experience I will never forget.

You have heard the saying, “What happens in Vegas, stays in Vegas!” What happened at AFP ICON 2022 will definitely not stay in Vegas but hopefully will spread to as many Fundraising Professionals as possible. Our work, as exciting and fulfilling as it may be,

can be very daunting and debilitating at times. The love for people, our organizations, family and ourselves can easily be overlooked and unbalanced. To be able to recalibrate, refresh, and re-energize at AFP ICON 2022 through the many inspiring messages and uplifting voices of the many people you meet is not only invigorating but motivating.

We sat and gleaned from the success and failures of our peers and learned how to better realign and overcome obstacles of fear and intimidation. It was hearing the wisdom and experience from others that have gone before us that challenged my thinking and elevated my actions. The abundance in knowledge and expertise in this place and being among colleagues and “icons” in this industry was so rich and valuable. This was my first Professional Fundraising Conference and certainly not my last.

[READ MORE](#)

Be a Part of Our Community...Join a Committee!

Thank you for being a part of the AFP Aloha Chapter community as professional and volunteer fundraisers, and philanthropists. Please consider getting involved and join a Chapter Committee to:



- Build stronger relationships and networking with local fundraising colleagues.
- Learn more about leadership opportunities within the Aloha Chapter.
- Share your expertise, contributing to the growth of the Chapter.

[LEARN MORE](#)

Committee members are needed most for the **Professional Development, National Philanthropy Day Conference, IDEA (Inclusion, Diversity, Equity and Access) and Membership** committees. Please send an email of your interest to Chapter Administrator Susan Oshiro at admin@afphawaii.org.



Connect with our **2022 Aloha Chapter Board of Directors** [here](#). Join a committee they chair or just share your thoughts about AFP with them!

Your Support Will Go a Long Way!

How has the AFP Aloha Chapter impacted You? Have you learned new fundraising techniques, made new

connections, or experienced/celebrated fundraising successes in your community?

As a volunteer-driven organization, the Aloha Chapter relies on local community support to provide affordable professional development and networking opportunities like monthly Coffee Talks, webinars, workshops, and conference sessions.



Your tax-deductible gift helps continue these invaluable opportunities for you and your fundraising colleagues –and now it’s even easier to [Donate Today](#) with the option to make a recurring gift. Mahalo for supporting the Aloha Chapter!

Membership News

Member Spotlight



Andrew Morgan
General Director
Hawai'i Opera Theatre

For our June profile, we are featuring member Andrew Morgan, General Director for the Hawai'i Opera Theatre. Although the majority of our membership is female, we do have a good group of “dudes” in our membership. And like Melissa Geiger from Aloha Theatre featured in our May profile, Andrew also represents a non-profit in the Arts & Cultural area and a director whose responsibilities go beyond just fundraising. We thank Andrew for taking the time to share a little about himself.

How long have you been at your current organization?

Just over three years-I joined Hawai'i Opera Theatre (HOT) on May 1, 2019.

What encouraged you to join AFP?

I was an AFP member in San Francisco, where I served as Director of Development for San Francisco Opera. When I moved here to Hawai'i, I felt it would be an important tool in learning more about the philanthropic community and fundraising professionals here in Hawai'i.

What led you to choose the field you work in?

I started singing in school and church choirs at the age of six, so I knew from an early age that I would dedicate my career to music in some way. My undergraduate and graduate degrees are in music education and vocal performance, respectively, so I started out thinking I'd be a high school choral conductor then a professional singer.

But I rather stumbled into fundraising specifically, and arts management in general, which has been a common theme for most of the fundraising professionals I know. Life continues to be a wild ride, but I am beyond happy that my career led me to Hawai'i and Hawai'i Opera Theatre.

What interests you most about the work your organization does?

As a true opera geek, I can't really point to just one thing-I'm proud of everything HOT does! Our mainstage productions are on par with any professional opera company anywhere, and our education programs are truly making a difference.

[READ MORE](#)



Matt Lane

*Lead Organizer-Volunteer Month Hawaii
Kahu Hawaii*

Sonia Nelson

*Donor Relations Manager
Donkey Mill Art Center*

**Join AFP! Now,
more than ever,
you must invest in yourself!**

And it's your professional community, the Association of Fundraising Professionals, that can offer you the best resources—at the best value for your membership dollar—to help you and your organization succeed.

[LEARN MORE](#)

\$100 Professional Development Credit for Select Members

Effective January 1, 2022, new and renewing Professional, Young Professional, and Small NPO members will receive a \$100 Appreciation credit to be used on any professional development product in BlueSky Path, our Learning Management System. These products include webinars, e-courses and conference recordings but DOES NOT include ICON and LEAD. The credit will expire on December 31, 2022.

[LEARN MORE](#)

BE the CAUSE Campaign



Empower. Strengthen. Transform.

Aloha Chapter Board Members Lead by Giving

Our chapter can take pride in the fact that each board member has made a personal contribution to the 2022 BE the CAUSE Campaign. The 12-member board is comprised of a team of dedicated local professionals involved in development, non-profit-management and fundraising consulting throughout the state. We applaud the board's financial investment in AFP and this annual fund campaign that shows their leadership and commitment to the success of our chapter.

The AFP Foundation for Philanthropy has a unique role in educating us, investing in developing a greater understanding of our sector, and creating a more inclusive future for our profession. And importantly, a portion of every donation made to BE the CAUSE comes back to our chapter to support important local education programs, including scholarships to participant in these programs like our annual National Philanthropy Day Conference & Awards event.

Please join your board along with other chapter members and make a gift today- **[DONATE TODAY!](#)** Mahalo for your support. Together, we can make a difference!

Mahalo to all AFP Aloha Chapter donors for their contributions!

(Gifts/pledges as of 5/25/2022)

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

Jennifer Oyer, CFRE*

Ambassador's Club - Emerald Level: \$500-\$999

Michelle Morihara, CFRE*

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

Cathy Alsup, CFRE

Ellise Fujii

Janice N. Knapp, CFRE

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

Angela Britten, CFRE*

Ryan Catalani

Colette Forcier, CFRE

Cynthia Lallo, CFRE

Robin Pratt

Rüdiger Rückmann

Kendra Sia*

Bran-Dee Torres*

Friends of the Foundation (Gifts under \$100)

Connie Choy
Malu Debus
Susan Oshiro

**Alpha Society member-recurring monthly giving program.*

Blackbaud has extended their "Good Takeover" match until they reach their goal of 1,000 matched gifts!

During AFP ICON 2022 (May 2-4, 2022), Blackbaud provided a \$10 match for every gift (minimum \$20) received by the AFP Foundations for Philanthropy. The 3-day period received incredible support from 614 generous donors totaling \$34,619.

A special Mahalo to those who donated to the Aloha Chapter from May 2-4-- the extra matched \$ were much appreciated!

Once again, for a limited time only, those who donate a one-time gift of \$20 or more (not a pledge) will have their gift matched \$10 by Blackbaud!

Please [DONATE NOW!](#)

Understanding Our Host Culture

By Malu Debus, Hawai'i Community Foundation and Aloha Chapter Board Member



Summer is upon us as we celebrate the close of the school year, congratulate our graduates, and prepare them for new horizons. This familiar journey is one that we have all traversed. Each unique learning experience we have gathered along our lives amplifies the specialized talents and expertise that continue to guide our work. In an age where knowledge is a click away, and any question you can imagine has an available answer, our human connection holds greater value than ever. Our stories and our emotions, our care and our trust, cannot be replicated by automation or replaced by an app.

We are the voice of our community and the heart of our people and we carry within us sources of knowledge far greater than is realized. Our donors, partners, nonprofits, and larger community lean on us and ask to learn from us so they can better support

the needs of our islands. It is our responsibility to gather knowledge from as many sources as possible to ensure we are equipped for the conversations that guide our work. Opportunities to grow and learn never stop multiplying and the sources from which we receive knowledge continue to develop alongside one another.

Take a moment this month to learn something new. It can only add to your abilities and may even spark a new interest. And be sure to share what you learn, as you may just be the person that people look to for knowledge and inspiration.

‘A‘ohe pau ka ‘ike i ka hālau ho‘okahi

All knowledge is not taught in the same school

One can learn from many sources

~ Mary Kawena Pukui

CFRE News



Have questions or need help getting started on your CFRE journey? Contact CFRE International at succeed@cfre.org

[Visit CFRE website](#)

Recording available - The CFRE application process: Step-by-step: If you missed our April 28 webinar, you can still enjoy the excellent content and get all the details you need to submit your application. [WATCH RECORDING...](#)

Show your boss why it's a smart idea for you to become a CFRE: Did you know 54% of CFREs say their employer helped cover part or all of their CFRE initial certification fee? Not sure how to start a conversation with your employer about how they could support your CFRE journey? No worries! Check out these tips. [READ MORE...](#)

Wondering whether to take the CFRE exam at a test center or from home? You can choose whether you'd like to sit for your CFRE exam from your home or office or at a Pearson VUE test center. The new exam decision tree will help you determine which setting will be best for your test taking experience. [READ MORE...](#)

Feel stuck in assembling your CFRE application? Relax. Completing the CFRE application is the first step towards putting those four letters after your name. If you feel like you're having trouble moving forward, see tips to get you moving in the right direction. [READ MORE...](#)

AFP Job Listings

[Private Grants Officer - Child & Family Service](#)

Annual Giving Manager - Make-A-Wish Hawaii

Philanthropic Advisor, Oahu - Hawai'i Community Foundation

Senior Donor Services Associate - Hawai'i Community Foundation

Director of Strategic Giving - Hawaii Foodbank

Director of Development - Boy Scouts of America, Aloha Council

Associate Director of Development - Boy Scouts of America, Aloha Council

Director of Development - Hawai'i Opera Theatre

POST A JOB TODAY

Connect With Us on Social Media





Ideas on IDEA

This monthly feature in *The Mentor* newsletter provides thought-provoking essays and diverse viewpoints on advancing Inclusion, Diversity, Equity, and Access (IDEA) in fundraising. Essays reflect the opinions of their individual authors.

Interested in joining the AFP Aloha Chapter IDEA Committee or submitting a piece? [Click here](#) to sign up for the email list, or email IDEA Chair Ryan Catalani at idea@afphawaii.org.

June 2022

Proud to be Different

By Rüdiger Rückmann

"For me, every hour is grace."

— Elie Wiesel

Twelve years ago, in the thick of my advancement career in the thick of a cold winter, I found out my daughter would be born with a disability. My husband needed to fly back to his job as a guest professor in Germany the day we learned the news. Alone that evening, I put finishing touches on a small fundraising appeal and went to the post office. I was approached by an older woman with a disability. We had never met before.

"May I tell you my story?" she asked. As if in a trance, I nodded yes.

She told me about her life and how kindness helped her when she needed it most. "You look kind," she said. "That's why I came up to you."

I thanked her and left for my home. Were it daytime, I probably would have called friends. Instead, I cried gently in the dark and walked a mile back to our apartment. Then I read articles about children born with an extra chromosome until I fell asleep.

The next day, before work, I reached out to friends who reached out to their friends on my behalf. Soon, I was attending meetings, even visiting homes, of parents whose children have disabilities. I was finding my way, gathering hope for my daughter who was not yet born.



I am incredibly blessed to write that my daughter, now 12 years old (with the past 8 in Hawaii), is more than holding her own with her same-age peers in a college-preparatory middle school. She is a two-time marathoner, and her poems have been published in an anthology and a major news website (*Civil Beat*). A lifelong writer myself, she has made me a better poet, essayist, and listener.

Ellen is also our family's best ambassador. She is naturally optimistic, gregarious, and inquisitive. She loves taking active roles in her school, hula, and faith communities. Donors have sometimes asked me about my family as I get to know them. Many of these people have become lifelong friends.

I am grateful that the world has come a long way, especially for people who are proud to be different as they navigate the uneven, occasionally lonely, but ultimately rewarding and exhilarating terrain of life.

Rüdiger Rückmann is the High School Program Director and Lead Teacher at Honolulu Waldorf School.

2020 AFP ICON Reflection by Hoku Ching

Aloha mai kakou,

As I stepped foot into a room of strangers, I was immediately greeted by colleagues from all over the world who not only spoke the same “fundraising language” but shared the same passion for people. We began with a task so familiar and ingrained in the fibers of our calling: we wrote thank you cards! I felt like I was right at home. The next few days would be an experience I will never forget.

You have heard the saying, “What happens in Vegas, stays in Vegas!” What happened at AFP ICON 2022 will definitely not stay in Vegas but hopefully will spread to as many Fundraising Professionals as possible. Our work, as exciting and fulfilling as it may be, can be very daunting and debilitating at times. The love for people, our organizations, family and ourselves can easily be overlooked and unbalanced. To be able to recalibrate, refresh, and re-energize at AFP ICON 2022 through the many inspiring messages and uplifting voices of the many people you meet is not only invigorating but motivating.

We sat and gleaned from the success and failures of our peers and learned how to better realign and overcome obstacles of fear and intimidation. It was hearing the wisdom and experience from others that have gone before us that challenged my thinking and elevated my actions. The abundance in knowledge and expertise in this place and being among colleagues and “icons” in this industry was so rich and valuable. This was my first Professional Fundraising Conference and certainly not my last.

The value of attending in person is subjective: attendees return to their environments with a renewed energy and enthusiasm, which motivates their team and leads to increased productivity and enhanced creativity. There is something about being “present” that cannot be taught but “caught” while being amongst the loving synergy of likeminded people. At least this was the case for me.

Mahalo to our Head of School, Mr. Mark Sugimoto and to the AFP Aloha Chapter for this wonderful experience and investment in my growth as a Chamberlain Scholar. I entered with a sense of gratitude and left with a heart full to overflowing! For every fundraiser or those whose calling is in the field of philanthropy, I encourage you to make it a priority to be at AFP ICON 2023. It will change and transform you to do the work we so lovingly do for the good of others.

Aloha nui loa!
Hoku Ching
Hanalani Schools



2022 Aloha Chapter Committees

Looking for AFP Aloha Chapter Members to:

- build stronger relationships and networking with local fundraising colleagues.
- learn more about leadership opportunities within the Aloha Chapter.
- share your expertise, contributing to the growth of the Chapter.

Connect with a Committee by contacting Chapter Administrator, Susan Oshiro directly at admin@afphawaii.org.

Professional Development Committee

Plans and develops the Aloha Chapter's fundraising education programming including monthly sessions virtual and in-person, National Philanthropy Day Conference sessions, and CFRE review opportunities. In addition, recruits Hawaii-based CFRE credentialed fundraisers and conducts the AFP Fundamentals of Fundraising training for new and seasoned Hawaii nonprofit professionals. Topics are curated based on current fundraising trends, best practices, and feedback from Aloha Chapter members and Hawaii professional fundraisers. Speakers and topics are selected based on a cultivation and request for proposal process.

National Philanthropy Day Committee

The annual National Philanthropy Day Conference & Awards Luncheon focuses on celebrating & honoring philanthropy in Hawaii. There are two sub-committees for Conference and Luncheon. The Conference sub-committee is comprised of members from the Professional Development Committee and other interested Aloha Chapter members. The Awards Luncheon sub-committee is comprised of at least two-Aloha Chapter Board members, past NPD committee members, and other interested Aloha Chapter members.

Membership Committee

Develops and implements innovative AFP Aloha Chapter membership recruitment and retention strategies. Plans new member activities, networking events, communications, and annual evaluation for Chapter member satisfaction.

I.D.E.A. Committee

Plans and executes opportunities for discussions on topics regarding principles of inclusion, diversity, equity and access for Hawaii's professional fundraisers and philanthropic sector. Makes recommendations for programs that ensure cultural and social diversity in the Aloha Chapter's leadership and membership. Committee representation for the Chapter's scholarship application review process.

Be the Cause Campaign & Scholarship Committee

Implements the AFP Foundation's annual giving campaign supporting local, national, and international programs including scholarships, leadership development, and education. A portion of every donation that a donor makes goes back to their local chapter to support local programs. Manages the scholarship program of the Aloha Chapter to provide education opportunities for its members that is annually funded by the Be the Cause Campaign.

Member Spotlight



Andrew Morgan

General Director

Hawai'i Opera Theatre

For our June profile, we are featuring member Andrew Morgan, General Director for the Hawai'i Opera Theatre. Although the majority of our membership is female, we do have a good group of "dudes" in our membership. And like Melissa Geiger from Aloha Theatre featured in our May profile, Andrew also represents a non-profit in the Arts & Cultural area and a director whose responsibilities go beyond just fundraising. We thank Andrew for taking the time to share a little about himself.

How long have you been at your current organization?

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What encouraged you to join AFP?

I was an AFP member in San Francisco, where I served as Director of Development for San Francisco Opera. When I moved here to Hawai'i, I felt it would be an important tool in learning more about the philanthropic community and fundraising professionals here in Hawai'i.

What led you to choose the field you work in?

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What interests you most about the work your organization does?

As a true opera geek, I can't really point to just one thing—I'm proud of everything HOT does! Our mainstage productions are on par with any professional opera company anywhere, and our education programs are truly making a difference.

Can you share a little about your family?

My husband Danny and I will celebrate 30 years together this August. Our current family includes a 7-year-old Pit mix named Ella that made the journey with us from San Francisco, and two kittens—Muku and Hilo that we adopted this past year from the Hawaiian Humane Society's Cat Café.

What is your favorite pastime/hobby?

I don't think it will come as a surprise, given my other answers, that music plays an integral part of my life. So, singing and playing the piano are high on my list whenever I can make the time. Danny and I also share a love of wine and cooking.

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

"Strive not to be a success, but rather to be of value." ~ Albert Einstein

***Do you want to volunteer for a future AFP Aloha Chapter member profile?** We'd love to share your story in an upcoming e-newsletter! If you are interested, please email Susan Oshiro, Chapter Admin at admin@afphawaii.org.*

Links for June Newsletter

- AFP Webinar - Fundraising BS: How Behavioral Science Shapes Our Sector and Our Practice: [More info/register](#)
- Join AFP: [Join AFP | Association of Fundraising Professionals \(afpglobal.org\)](#)
- Learning Credit: [AFP Member Exclusive: \\$100 Credit for Online Learning Opportunities in 2022! | Association of Fundraising Professionals \(afpglobal.org\)](#)
- Post a Job: [Chapter Job Center - AFPHIAlohaChapter \(afpglobal.org\)](#)