

March 2017



"The test of a civilization is in the way that it cares for its helpless members."
- Pearl S. Buck

Did You Know?

Two sectors (Religion and Education) represent nearly one half of total giving. This can be attributed to a large and loyal donor base. (Think weekly churchgoers and alumni.)

Courtesy of:
Giving USA 2016

What's So Great About AFP's International Conference?

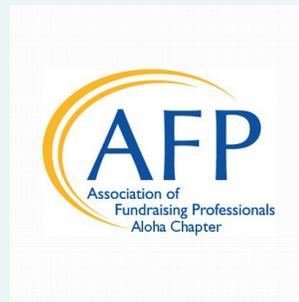


By S. Sanae Tokumura

My first encounter with the world of professional fundraising was at an AFP International Conference more than 25 years ago. There I realized my job was a calling and I was not alone.

The moment I saw that others

AFP Newsworthy:



Aloha to our New Chapter Administrator!



We want to wish a warm welcome to Susan Oshiro, our new Chapter Administrator. Susan is principal of Susan H. Oshiro, LLC, a company specializing in event planning, association management and administration. She has over twenty years of experience event planning, association management and administration, advertising, marketing, media planning, direct mail, and travel industry sales/marketing in both Honolulu and Los Angeles. Susan will be managing our Chapter operations and administrative needs.

Member Spotlight

had bosses who did not understand fundraising, period, or had difficulty with volunteer bullies, this kinship was salve to my suffering professional soul.

Amid throngs of fundraising professionals from all over the country and beyond, I was riveted by the fact that we and our professional standards are critical to the wellbeing of our organizations and to the communities in which we live.



Annual conferences began in 1961. In those days when there were no computers or cell phones, the conference was our organization's principle educational meeting. Through the 80s, attendance quadrupled. Trams became necessary to bus us from surrounding hotels to conference facilities. We soon learned to wear comfortable shoes. Newbie women were the ones with heels.

In the 90s and beyond thousands of energetic peers cruised between dozens of exhibitor booths, speaking with experts on a plethora of subjects, or simply sought handouts of candy, pens, trinkets and toys offered by eager vendors. I sometimes still wear a shirt, a bit faded now, that states "Philanthropy is Patriotic" when I train staff and boards. I received it as a prize from a vendor after 9/11 changed all our lives forever. Now I begin my training by explaining the meaning of this statement and the importance of our role in philanthropy.

These days, the booths take up much more real estate, and the toys are even cooler. We bustle about, peering at our cell phones to figure out how to get to the next blockbuster educational session, our bright disposable conference bags identifying our tribe. Some sessions are packed, and fundraisers are forced to move on to their second choice, many times just as excellent. When faced with the problem of being unable to be in two places at

As promised we are launching a new Member Spotlight section. This month's highlight...new CFRE, Darcie Yukimura! We asked Darcie a few questions to give you an idea of her journey to becoming a CFRE.



How important was it for you to become a CFRE?

It was important for me to become a CFRE because it was a next step in my career. Given there are relatively few certified fundraisers in Hawaii, I see attaining the CFRE as a distinguishing factor that brings credibility and validation of one's fundraising experience.

What was the process like?

The process that the AFP Aloha Chapter lays out is a clear path to achieving the CFRE. My experience of the CFRE Review Course was immensely helpful. My CFRE Review Course included CFRE professionals in Hawaii as guest lecturers which made it a unique learning opportunity. They provided key tips and advice on how to be successful.

What does it feel like now that you are a CFRE?

The CFRE is a credit to your accomplishments and working knowledge of the field. I feel proud to join the ranks of other CFREs in the state and across the world. This is a supportive network that offers continued enrichment opportunities.

What would you say to anybody thinking about becoming a CFRE?

To anyone who considers themselves a fundraiser, I would recommend they start the CFRE process. The application involves taking stock of education, professional practice and performance. The CFRE is positioned to attract development professionals with at least five years experience so development professionals

once, recordings of all sessions are made available after the conference for all paid attendees. You can have it all.

I've committed my professional life to concepts learned at these conferences. My office is stocked with books written by thought leaders of our profession that debut at these conferences and meeting these experts and being able to contact them with issues and ideas is of incalculable value to me. I cherish decades-long relationships with colleagues that enrich my personal and work life to this day.

Much in the world has changed. But the educational and career impact for new fundraisers and seasoned ones alike at AFP's International Conference have not. The excitement, inspiration, innovation and boldness of the conferences continue. The way we challenge current thinking on effective fundraising tactics that adhere to the AFP Code of Ethical Principles and Standards will never change, and the coliseum of these exchanges is our International Conference. Come to this year's conference in San Francisco and see for yourself.

S. Sanae Tokumura, ACFRE, APR has served for 25 uninterrupted years on AFP boards, either in Hawaii or internationally. Founder and president of the Honolulu firm Solid Concepts, Inc. Sanae is accredited in public relations through the Public Relations Society of America She served on the international Association of Fundraising Professionals Foundation for Philanthropy board and is past chair of the Advanced Certified Fund Raising Executive board. Sanae received Hawaii's 2013 National Philanthropy Day Association of Fundraising Professionals President's Award for outstanding achievement in philanthropy.

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

can start tracking their goals early on. I would highly suggest taking the AFP CFRE Review Course and engaging with the AFP Aloha Chapter education workshops as a means to prepare for the CFRE test.

AFP Aloha Chapter Honored as a Friends of Diversity Designation Chapter



The Association of Fundraising Professionals (AFP) Aloha Chapter has been named a 2016 Friends of Diversity Designation Chapter.

Every year, AFP, the largest association of professional fundraisers in the world, honors chapters for achieving goals that align with key objectives in its long-range strategic plan.

Chapters receive the Friends of Diversity Designation for performing specific activities designed to increase diversity and inclusion within fundraising and public awareness of the importance of philanthropy. Of the 244 chapters in AFP, 76 chapters received the 2016 Friends of Diversity Designation.

"We're committed to diversity and inclusion as an ongoing proactive process in our governance, committees, membership, programs and activities," said S. Sanae Tokumura, president of Aloha Chapter. "We believe that the organizational culture that embraces diversity and inclusion creates a strong, vital and unified force for the effective pursuit of its mission and fundraising success. Diversity and inclusion for this chapter will be achieved with a broad representation of our membership with regard to experiences, perspectives and cultures in

order to ensure that the best possible thinking, opportunities and solutions are considered in our intention to create a respectful and welcoming environment that is open to all."

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:

[Assistant Development Director](#) -

Hawaiian Mission Houses Historic Site and Archives

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

Upcoming AFP Education Sessions

[March 21: Sustaining Your Major Gifts Program](#)

Major gift philanthropy plays a highly significant role in the nonprofit sector worldwide. But what are the indicators small shops should focus on for the long-term health of their major gifts program?

AFP Changes Lives

Join AFP and become a part of the world's largest community of charitable fundraisers. With countless benefits and development opportunities, an AFP membership opens many doors for your career!

[Learn more...](#)

 [Join Our Mailing List](#)

 [Send to a Colleague](#)

 [Like us on Facebook](#)

AFP Hawaii
P.O. Box 11899

Friends of Diversity Chapters are recognized at the AFP International Conference on Fundraising. Chapters also earn the privilege of displaying the Friends of Diversity logo on their website, newsletters and stationary.

"Congratulations to the AFP Aloha Chapter for its outstanding work in promoting diversity and inclusion in fundraising and philanthropy," said AFP Interim President & CEO Jason Lee. "It's clear, now more than ever, that diversity and inclusion are essential not only to fundraising, but also to the communities that we serve. We need new ideas and perspectives to keep philanthropy strong and relevant, and reaching out to different populations ensures we bring everyone together and create a charitable mosaic reflective of our communities. I commend the Aloha Chapter for taking a leadership role in this critical area and educating the public about the importance of diversity, fundraising and philanthropy."

Criteria for the award are determined by AFP International Headquarters. A list of several goals is published annually, and chapters must accomplish 7 of these goals during the year and submit a nomination form for verification to be honored.

Aloha Chapter Honored as Ten Star Chapter



The Association of Fundraising Professionals (AFP) Aloha Chapter has been named a 2016 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. Chapters

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

"Since 1983, this chapter has set high standards for itself, and for the past few years has had fun earning the AFP Ten Star Chapter Award. Congratulations to board members who are sticklers for ethical fundraising, and who all worked together to achieve this recognition!" said S. Sanae Tokumura, ACFRE, APR, chapter president.

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

"I want to congratulate the Aloha Chapter, which is playing a key role in Hawaii in promoting ethical and effective fundraising and educating the public about the importance of philanthropy and wise giving," said Jason Lee, Interim president and CEO of AFP. "Our Ten Star Chapters have demonstrated outstanding programming and leadership for the fundraising, and I'm pleased to recognize their outstanding efforts. If individuals and organizations in Hawaii have questions about fundraising and philanthropy, they should definitely contact the Aloha Chapter."

Criteria for the award are determined by AFP International Headquarters. 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.