May 2022

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National Philanthropy Day
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.

Call for Awards Nominations Now Open!
Applications for the National Philanthropy Day Awards 2022 are now open! Applications can be submitted until 5:00p.m. on Thursday, June 30, 2022. You can submit your application here.

Professional Development

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

Aloha Chapter Members Only*: Free Webinar Recording! 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 your convenience, COMPLIMENTARY to AFP Aloha Chapter members (a $79 value)!

Be on the lookout for an email soon with more info! *May be offered to non-members for a nominal fee.

Chapter News

**AFP Hawai‘i Congressional Town Hall**

EDUCATE the local nonprofit community about federal legislation that could affect nonprofit fundraising and donors and ENCOURAGE our Hawai‘i Congressional delegation to support those bills. We are in the final planning stages of
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.

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

Melissa Geiger
Executive Director
Aloha Theatre

For our May profile, we are featuring one of our newest members, Melissa Geiger, pictured here with her “assistant” Eva. Melissa has been attending AFP events for a few years now and we are happy to welcome her as a member of the Aloha Chapter. We are also delighted to have her join our other members from Hawaii Island. We thank Melissa for taking the time to share a little about herself.

How long have you been at your current organization?
I started at the Aloha Theatre as a volunteer in 2011 as an Amazon in the theatre’s production of The King and I. After volunteering on stage and off for a few years, I joined the board of directors, then joined the staff in 2014.

What encouraged you to join AFP?
I have participated in AFP activities before as a representative of my organization, and found AFP resources helpful in my work. I felt this was a good time to formalize my relationship through an individual membership to focus a bit more on developing my fundraising skillset.

What led you to choose the field you work in?
I grew up in a family deeply committed to community service and have been a volunteer for as long as I can remember. My path to professional nonprofit work is a winding one, through investment banking and real estate, but I’ve now found a way to effectively use my experience and knowledge in the sector that most closely matches my personal values.

What interests you most about the work your organization does?
I feel strongly that the arts have the power to transform lives, and I have seen the positive change many times in my work at the theatre. Watching a shy student blossom into a confident, expressive person is incredibly moving, and worth every long day at the desk.
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.

$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.

BE the CAUSE Campaign

TODAY is the Last Day to Take Advantage of the AFP ICON 2022 Good Takeover Challenge

Thank you to Blackbaud for their continued support of the AFP Foundation for
Philanthropy in providing a matching grant for the BE the CAUSE Campaign.

During the dates of AFP ICON 2022 (May 2-4 in Las Vegas), Blackbaud will provide a $10 match toward every donor who makes a gift of at least $20 toward a chapter’s BE the CAUSE Campaign. This match applies to the first 1,000 donors during this three-day period.

Your gift can make a difference and impacts us all. When you support the AFP Foundation for Philanthropy, your gift helps to ensure that the non-profit sector, and those fundraisers who are critical to its survival, are braced against the tide of uncertainty. A portion of every donation made to BE the CAUSE comes right back to the Aloha Chapter to support important local education programs and scholarships.

Make your BE the CAUSE gift to the Aloha Chapter! We appreciate your support and $10 match gift!

Donate TODAY!

Understanding Our Host Culture

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

We are currently moving through the kau, season, of Welo, meaning vine out, where wild and domesticated plants are vigorously growing into maturity in preparation for consumption. We will then pass into the kau of Ikiiki, warm and sticky, where there is little wind and much humidity. This is our sign that Kauwela, hot season, or as most call it, Summer, is almost upon us.

In Hawaiian tradition, this is the time to check your gardens for mature plants, lest they spoil. The same goes for all of our ventures. It is time to check in with our loved ones, family, friends, donors, our community and ourselves to ensure that the care we have placed in these areas of our lives are thriving and to offer kōkua if not. Take this season to follow up on the gardens of your life so they may bloom bountifully and feed you back.

He keiki aloha ka mea kanu.
Beloved children are the plants.
It is said of farmers that their plants are like beloved children,
receiving much attention and care.

**CFRE News**

The CFRE exam: Setting yourself up for success webinar:
Catch our popular free webinar May 24 at 5 p.m. GMT/1 p.m. ET. We’ll demystify the CFRE exam. You’ll hear about the exam’s structure, how to study, free study tools provided by CFRE International, recommended books, what to expect on exam day, and more. **Register now...**

Ten Reasons to become a CFRE: Looking for a reason to become a CFRE? Feel a bit nervous to press the “Submit” button on your application? Don’t put off earning your certification. See 10 reasons why becoming a CFRE is worth it. **Read more...**

Studying for the CFRE exam? Don’t forget the Glossary of Fundraising Terms: The Glossary is the language of the CFRE exam. We recommend you read it at the start of your studying and again as part of your final preparation. This will give you peace of mind that you know exactly what the questions are asking you. Candidates do not need to memorize the definitions. **View the Glossary of Fundraising Terms PDF.**

**Looking for Non-profits for Focus Group on Digital Currency**

The State of Hawai‘i’s Digital Currency Innovation Lab (DCIL) is looking for non-profit organizations that are actively fundraising or investing via bitcoin and digital currencies or are researching the practice to participate in a virtual round table focus group on **Wednesday, May 11, 2022 at 9:00 a.m.**

Here are a mix of participants that DCIL is looking for:
- Sector: Arts, public health/social services, education, environment.
- Role: Executive, fundraiser, marketer, portfolio manager.
- Crypto experience: Actively fundraising, considering, investing.

If you have time to learn and share with others what you’re organization is doing or considering, please email **crypto@hawaiihui.com** to participate. If you know of others that may be interested in participating, please feel free to pass along this information.
Private Grants Officer - Child & Family Service
Annual Giving Manager - Make-A-Wish Hawaii
Philanthropy Associate - Hawai’i Land Trust
Major Giving Officer - Honolulu Museum of Art
Development Manager - Hawai’i Care Choices
Individual Support Manager - Honolulu Civil Beat
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
Director of Institutional Advancement & Development - Hanahau’oli School

POST A JOB TODAY

Connect With Us on Social Media
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.

updated as of 2/15/2022
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Executive Director
Aloha Theatre

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What led you to choose the field you work in?
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What interests you most about the work your organization does?
I feel strongly that the arts have the power to transform lives, and I have seen the positive change many times in my work at the theatre. Watching a shy student blossom into a confident, expressive person is incredibly moving, and worth every long day at the desk.
Can you share a little about your family?
Our Bernedoodle Eva really runs the house, my husband and I simply do as she bids! My parents also live here on Hawaii Island, Eva loves having them visit so she gets extra treats.

Do you volunteer for other organizations/groups?
I am honored to serve on the HANO board of directors. I’m currently chair, which provides the opportunity to work more closely with HANO’s amazing staff to support the incredible work they do for the nonprofit sector.

Do you have a fun fact about yourself you’d like to share?
I’m a certified cave diver; earning that certification was one of the most challenging things I’ve ever done and definitely one of the scariest!

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.
The State of Hawai‘i’s Digital Currency Innovation Lab (DCIL) is looking for non-profit organizations that are actively fundraising or investing via bitcoin and digital currencies or are researching the practice to participate in a virtual round table focus group on Wednesday, May 11, 2022 at 9:00 a.m.

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- Role: Executive, fundraiser, marketer, portfolio manager.
- Crypto experience: Actively fundraising, considering, investing.

Sample questions:
1. How much familiarity do you have with Bitcoin and other digital currencies as a method of payment or contribution to nonprofits and charitable causes?
2. Some nonprofits have embraced and promoted their acceptance of Bitcoin and digital currency donations. What judgements would you say that practice evokes among donors and the public? How do the key demographics of a given nonprofit mesh with the concept?
3. Nonprofits are subject to strict and complex tax and financial reporting requirements. Have you received any guidance relative to the implications digital currencies would have on your books?
4. What do you think is the greatest value of digital currency fundraising is for nonprofits and charities? Reputation as being tech-forward? Increasing spontaneous donations? The ability to accept otherwise volatile assets with an opportunity for growth in value? Providing a tax incentive to digital currency investors? If you do not currently accept digital currency contributions or donations at your nonprofit, what is the primary reason why? Limited donor interest? Asset management? Perceived risk? Transaction cost (fees/gas)? Technology and security requirements?
5. Have you been approached by a digital currency donor that you couldn’t accommodate? What was the outcome?
6. If you do accept digital currency donations at your nonprofit, how have they performed relative to other longstanding fundraising channels?

If you have time to learn and share with others what you’re organization is doing or considering, please email crypto@hawaiihui.com to participate. If you know of others that may be interested in participating, please feel free to pass along this information.
Links for May Newsletter

- 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 - AFPHI Aloha Chapter (afpglobal.org)]