

Tales of the AFP Fundraising Ohana

by S. Sanae Tokumura, ACFRE, APR

The professional fundraising body of knowledge has grown through the years. When I was learning the field, Jim Greenfield's texts were my resources. Greenfield's work comprised much of the body of knowledge at the time. He still contributes to the profession with his leadership of the groundbreaking collaborative Fundraising Effectiveness Project. Greenfield was among the first to tackle measuring fundraising performance for effectiveness and efficiency. Jim Greenfield's professional fundraising career spanned over 40 years, and for about the same time, he has also been an avid freshwater fisherman. Here is a small slice of his remarkable personal life.

Fishing Like a Fundraiser

by James M. Greenfield, ACFRE, FAHP



*Jim and a rare German brown trout, not often found in the Sierra backcountry.
At 12-14 inches, he was fun to catch and fit perfectly in Jim's frying pan.*

Good preparations can save your life. Many years ago on a backpacking fishing trip into the California Sierra Nevada mountains, I thought my buddies and I had all the essential equipment

we might need. In early June, temperatures at 10,000 feet could range from low 20's overnight to high 80's in the afternoon. But our steely rule of climbing there with backpacks that could not exceed 60# forced us to pack as little as possible; this was years before lightweight one-person tents were available. Thus the mode of shelter we preferred was large plastic sheets tied between trees. The four of us hiked to a beautiful lake in bright sunshine, tied our plastic sheets and laid out our sleeping bags. And then there struggled Bob, who had lugged an Army issue two-man tent up the mountain. After ragging him about its excessive weight, we condescended to help him assemble it. That night, a strong wind and rain began just after midnight and lasted for hours, soaking all our sleeping bags and clothes, except for Bob. Eventually he kindly invited us in, and there we huddled, shivering from the cold. Lessons learned: #1: Be prepared with a tent for next year even though it's heavy. #2: Or don't pick "Thunder and Lightning Lake" as your destination.

Major gift and campaign work rely on leadership, volunteers and intense preparations to succeed. Backpacking and camping need similar skills, especially when the goal is a hiking, camping and trout fishing trip in the California High Sierra mountains. Draft case testing in a feasibility study before actual solicitation begins is like planning a six-person High Sierra 10-day trip over an 11,000-foot pass with each carrying a 60-pound pack. Detailed preparations with destination and trail, dates, permits, food and equipment choices must be resolved early, as infrastructure details must be resolved prior to launching a drive.

Finally, patience and persistence are keys to success in fundraising or fishing. Prospects for a successful drive or a fish dinner depend on all of this and more, but meticulous, informed planning is the most critical.

Please send me your stories at solidconcepts@hawaii.rr.com.



Ms. Tokumura is a fund raising and public relations consultant for non-profit organizations. She is known for conducting thorough and accurate capital campaign feasibility studies, and for assisting organizations to conduct and complete first-time capital campaigns. Her infrastructure assessment recommendations have been credited with creating best practice fundraising systems throughout Hawaii. With nearly 35 years of experience in both fund raising and public relations, Sanae is nationally advance-certified (ACFRE) in fund raising, the terminal professional credential offered by the Association of Fundraising Professionals (AFP). She is the only ACFRE in Hawaii and she is also AFP's only designated Master Teacher in the Hawaii and South Pacific region. Tokumura is also nationally accredited (APR) in the practice of public relations through the Public Relations Society of America (PRSA).