

February 2019



"It's not how much we give, but how much love
we put into giving."
~Mother Teresa



Inger Tully
Senior Philanthropy Officer
Hawaii Community Foundation

Save the Date
Donor Communications
Conference featuring
Lynne Wester
Wednesday, June 19, 2019
Hawaii Pacific University -
Honolulu

On average it costs seven times more to acquire a new donor than it does to keep an existing one. Yet only 22% of new donors give again. How can we turn new donors into loyal supporters who give again and again?



*Martha Hanson, 2018 Aloha
Chapter
Professional Advancement Chair,
Lynne Wester,
and Aloha Chapter President
Cathy Alsup, CFRE, from Lynne's presentation
last fall*

AFP Aloha Chapter is pleased to welcome donor communications expert Lynne Wester back to Hawaii for a hands-on workshop. In this one-day conference, you will learn how to effectively tell your story using Wester's 4 Pillars of Donor Communications, how to create communications donors want to consume and share, and much more.

Communication plays a crucial role in any nonprofit's success, and the key to retaining donors is creating a powerful donor



We are beginning a series of three, to introduce a few of our new Aloha Chapter Board of Directors members. First in our series is our spotlight on Inger Tully. We were pleased that Inger agreed to join the board this year. She is also one of two neighbor island board members (Cynthia Lallo, CFRE is the other) and is part of the Hawaii Community Foundation's Maui office. We thank Inger for taking the time to share a little about herself with us.

How long have you been at your current organization?

I've been at Hawaii Community Foundation's Maui office for one year.

How long have you been an AFP member? What encouraged you to join AFP?

I've been a member since October 2014, so a little over 4 years now. I joined because I had the desire to be informed about fundraising trends and opportunities in Hawaii and beyond.

What encouraged you to join the board?

I was excited by the opportunity to work with and learn from fellow AFP board members. I also wanted to support the organization that is doing so much for the philanthropic community here in Hawaii.

Are you involved or a member of other organizations?

I'm a Visual Arts Consultant with the Hawaii State Foundation on Culture and the Arts.

What is your favorite pastime or hobby?

I'm an organization geek and get a big thrill out of planning, purging, stacking, color coding, etc.

What is your favorite weekend activity?

On the weekends, I love being in the water on a SUP or snorkeling. Hiking is another favorite.

If you were given a free vacation, where would you go?

New Zealand to hike the Milford Sound.

communications program. There is an ever-increasing demand for content that not only acknowledges and stewards past gifts, but supports future fundraising efforts, is personalized for our donors, and is nimble with your organization's needs and priorities.

This highly interactive professional workshop will cover topics including:

- When to use certain types of communications over others
- How to advocate for change and attain buy-in with internal constituencies
- How to eliminate communications that aren't working
- Simple changes to transform a bad communication into a good one
- Tests to run on your current communications efforts to evaluate effectiveness
- How to make the donor the hero of your work
- And much more

Later this spring, you will receive instructions for submitting your communications for advanced review - or just bring them with you the day of the conference. The day's activities will include hands-on editing and ideation, so be prepared for a substantive, productive experience that will help you improve your donor communications.

The Aloha Chapter is proud to host this event as part of our ongoing professional development series for our members and Hawaii's fundraising and non-profit community. We will keep you updated on our upcoming events via our monthly e-newsletters and emails.

Please save the date of June 19th, and we will announce when registration opens.

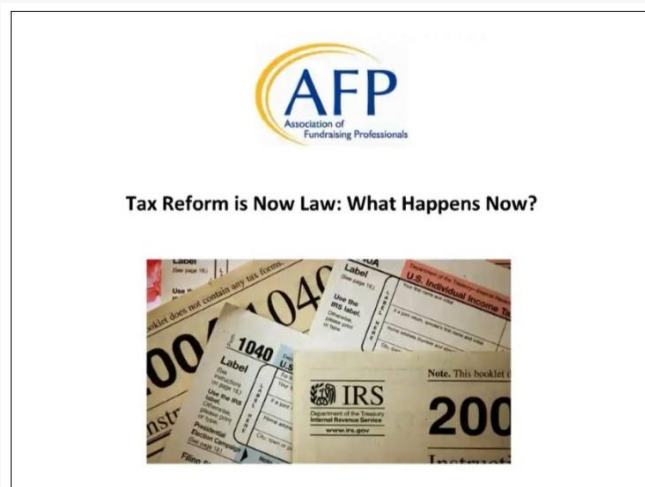
Aloha Chapter Member Rüdiger (Rudy) Rückmann's Poem is Accepted into the 2019 AFP International Conference's Diversity Art Showcase



Maureen Maurer
Executive Director
Assistance Dogs of Hawaii

Jimmy Tran
Community Outreach Manager
Parents And Children Together

AFP Member Benefit: Members Only Free Webinars!



Did you know AFP offers free webinars each year to members only? AFP members have access to these select number of webinars that bring fundraising experts and thought leaders straight to your desktop or mobile device at no extra cost. You can access them by clicking on the following link and logging in with your user name and password. For more information, go to <https://afpglobal.org/members-only-webinars>

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



Congratulations to Aloha Chapter member, Rüdiger (Rudy) Rückmann, Director of Advancement at Pacific Buddhist Academy, whose poem, *Filet Mignon*, was just accepted into the Diversity Art Showcase at the AFP International Conference "ICON19" to be held from March 31 to April 2, 2019, in San Antonio, Texas. The showcase features artwork and poems submitted by AFP members from the U.S. and abroad.



Rudy, who received a dual degree in English and Journalism from Syracuse University, teaches a poetry workshop at PBA and is also the school's German language instructor. He notes that he "wrote the poem about my sister from the perspective of looking back years later and seeing all she accomplished as a single mother and teacher -- like many women (and men) who work hard to succeed in their personal and professional lives while keeping some of the idealism of their youth."

Filet Mignon

*Autumn in Stratford, Ontario,
after the Shakespeare Festival
my sister joined her classmates
for dinner, already sated with the finest
poetry that our mother, a high school
English teacher, ordered for her daughter,
on an evening lined in gold and crimson leaves
that fall early in Canada.*

*The filet mignon my sister chose at the restaurant
was overcooked, a bit gristly, served hurriedly
by staff thick into their evening shifts,
not knowing the high school girls
already were certain of their tastes
long before they would cut through the world
as teachers, doctors, attorneys, mothers,*

such as this:

[Major Gift Officer](#)

PBS Hawaii

[Director of Development, John A. Burns School of Medicine](#)

University of Hawaii Foundation

[Community Development Manager\(s\)](#)

American Cancer Society, Inc., West Region

[Director of Advancement](#)

Honolulu Museum of Art

[Search more jobs...](#)

Partner with AFP on Professional Advancement

Do you plan to bring a fundraising consultant or trainer to your organization in 2019? Let the AFP Professional Advancement committee know if you would be willing to partner with us in bringing that expert to Hawai'i. By working together, we can reach more people with your expert's knowledge and experience and share the expense. For example, this worked well with Lynne Wester who presented for AFP last year and also consulted with three other organizations when she was in the islands. As a result, AFP and each of the organizations only paid her fee for her work with them individually and no air, hotel, or other travel expenses. Bundling clients also made the trek to Hawai'i more cost effective and appealing to Lynne who otherwise would have declined had we only offered her work for one day or less.

Let us know and let's work together! Contact Brooke Carroll (bcarroll@hpu.edu) or Martha Hanson (mhanson@hcf-hawaii.org) to discuss 2019 opportunities.

Hawaii Legislative Calendar and Deadlines

The Public Access Room (PAR) recently distributed two helpful documents: a [2019 Session Calendar](#) which lists the deadlines that will govern the action this session (including handy definitions on the second page), and its handout, ["Which Deadlines Apply to Your Bill?"](#) Once things get rolling and bills are referred to committees, you may find this helpful in figuring out which deadlines to pay attention to. PAR serves the citizens of Hawaii by providing facilities, services and equipment to enhance their ability to participate in the legislative process. Staff assistance is available in person, by telephone and by e-mail. [Learn more on the PAR website.](#)

If you would like to join the AFP Legislative Committee, please contact Jennifer Dotson, Chair, at admin@afphawaii.org.

some as betrayed wives on the rebound

*who years later might take their own children
up north to whet their appetite for life
and all that is good and right
even if meals don't live up to their billing,
to learn that filet mignon can be savored
if cut in small portions, exposed to heat
but not dried out, enhanced with gentle sauce,
so it will more likely keep its flavor.*

--Rüdiger Rückmann

AFP invites members to submit their art and poetry to exhibit at the Diversity Art Showcase. The showcase strives to portray the uniqueness, value and diversity of people through art, photos and poetry. Whether you are a beginner or a seasoned artist or poet, you are warmly invited to participate. **The submission deadline is March 1, 2019.** [For more info..](#)

Get Involved--Join an Aloha Chapter Committee in 2019!



Please consider getting more involved in the Aloha Chapter this year by joining a committee! Here are some things to consider:

7 Reasons to Join an AFP Aloha Chapter Committee

- 1) Experience:** You will get to experience how things work inside the Aloha Chapter and see what all goes into making the chapter tick.
- 2) Relationships/Networking:** Joining a committee helps you build stronger relationships and connections with colleagues in your field.
- 3) Development:** The things that you will learn while participating in a committee can translate positively into your professional and personal development.
- 4) Leadership Opportunities:** Through active participation on a committee, you may decide to expand your role in the chapter or consider becoming a future board member.

New Feature: Sanae's Blog



Aloha Chapter's Immediate Past President, S. Sanae Tokumura, ACFRE, APR, has just been tasked by the AFP International office to blog about AFP members but from a more personal perspective. Her monthly blog can be found on the AFP website, www.afpglobal.org, but we will also be sharing her postings in our newsletter and on our chapter website homepage. Here's Sanae's first posting: [Tales of the AFP Fundraising Ohana](#)



Are you going to AFP ICON 2019?

AFP ICON 2019 is the world's largest conference for professional fundraisers. This year's conference will be from March 31 to April 2, 2019, in San Antonio, Texas, and will feature more than 100 education sessions, thousands of fellow fundraisers, a massive marketplace, and is sure to be an unforgettable experience!

If you are planning to attend, please contact Aloha Chapter President Cathy Alsup at cathy.alsup@cancer.org. If you're interested in attending, registration at regular conference rates ends on March 29, 2019. You can view more info about AFP ICON 2019 at www.afpicon.com.

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[Visit Our Website](#)

5) Share Your Expertise: You can join a committee where you can share and contribute in an area that complements your strong suit.

6) Service: Joining a committee gives you the opportunity to serve AFP at a greater level and contribute to the growth and future success of the organization.


7) Community: The Aloha Chapter is made up of a wonderful community of knowledgeable and helpful industry professionals. And you'll be able to give back to the community that AFP serves by making a difference through committee involvement.

View the list of **2019 Aloha Chapter Committees**. You may contact the committee chair directly or if you have any questions, please contact Chapter Administrator Susan Oshiro at admin@afphawaii.org for assistance.

NPD 2019 is back at the Sheraton!



Mark your calendars and Save the Date for our 2019 National Philanthropy Day Conference and Awards Luncheon! NPD 2019 will be held on **Wednesday, November 13, 2019 at the Sheraton Waikiki Hotel**. More details to come!

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