

May 2019



**Webinar Replay:**  
**"Digital Envy: Showcasing the Best of Digital Fundraising"**  
by Rachel Clemens

Wednesday, May 29, 2019  
8:00am-9:30am

Hawaii Pacific University, 1 Aloha Tower Drive, Honolulu -  
Private Dining Room  
\$5.00 Members / \$10.00 Non-Members  
(continental breakfast included)

Webinar followed by discussion lead by Brooke Carroll,  
Vice President of University Relations,  
Hawaii Pacific University

That's right, we're firing up the very best digital fundraising examples from nonprofits like yours. This session will inspire and equip you with concrete tactics you can implement in your next digital fundraising campaign. We'll explore great content, unique thinking and delightful design through emails, websites, online advertising,



2019 National Philanthropy Day Conference & Awards  
Luncheon Wednesday, November 13, 2019 \* Sheraton Waikiki  
Hotel



**Deadline May 31, 2019**

**Who has helped your organization?  
Give them some much deserved recognition!**

Honor and celebrate the people and organizations that make Hawaii such a special place to live and work.

[SUBMIT YOUR NOMINATION TODAY!](#)

**Deadline for ALL nominations is May 31, 2019!**

To view a list of previous honorees, [click here](#)



**Hawaii Well Represented at  
AFP ICON 2019 in San Antonio**

donation pages, videos and anything else that increases online donations. And of course, you'll be able to walk away with the presentation itself as a resource for future brainstorming.

Presenter: Rachel Clemens is a builder. First she built her career as a global designer. Then a business owner. And now she's responsible for building both the Mighty Citizen brand and through branding, digital and marketing.

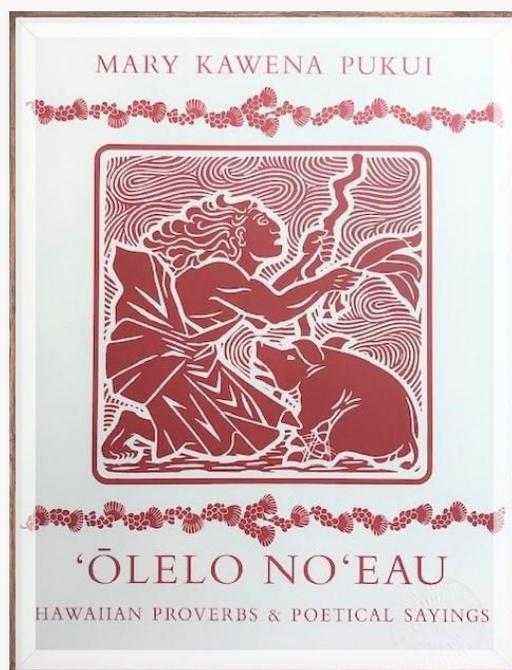
[Click here](#) for more details and to register today!



**Edward Hemphill**  
*Development Officer*  
PPGNHI

**Lani Moore**  
*Fund Development Manager*  
Palolo Chinese Home

## Understanding Our Host Culture



*Ōlelo No'EAU: Hawaiian Proverbs & Poetical Sayings* is a book by Mary Kawena Pukui. This treasure trove of poetry provides inner meaning to many of the daily activities we complete. Hawaiians call those inner meanings, **kauna** (*cow-na*).



A team that learns together, stays together! On Monday, April 1, AFP Aloha Chapter members turned up with tons of Aloha Spirit to support our very own Hawaii featured speaker, Jennifer Oyer, CFRE, during the annual AFP International Conference, ICON 2019, at the Henry B. González Convention Center in San Antonio, Texas. Pictured left to right are Mark Sugimoto (Head of School with Hanalani Schools), Jennifer Dotson (Vice President of Philanthropy with National Kidney Foundation of Hawaii), Renee Dustman (Development Director with Maui Arts & Cultural Center), Alan Tang (Chairman & CEO with Olomana Loomis ISC), Jennifer Oyer, CFRE (Chief Development Officer with The Salvation Army-Hawaiian and Pacific Islands Division), Pomai Toledo (Director of Development and Communications with Iolani Palace), Cathy Alsup, CFRE (Executive Director with American Cancer Society) and Mary Saunders (Vice President of Philanthropy with Catholic Charities Hawaii). Jennifer gave a wonderful presentation to a packed room (see her reflection below).



AFP Aloha Chapter members (and colleague) were able to enjoy delicious dining options along the famous San Antonio Riverwalk and enjoyed a hearty Texas sized BBQ meal at Lone Star Cafe complete with songs from the traveling mariachi band. Pictured left to right (seated): Alan Tang, Beth Iwata (Director of Development with Historic Hawaii Foundation), Justin Dotson, (standing): Lynn Finnegan (Assistant Head of School with Hanalani Schools), Gayle Hubbard (Director of Development with North Hawaii Hospice), Jasmine Hill (Development Manager with Charles R. Drew University of Medicine and Science/UCLA), Jennifer Dotson. Jasmine is a member of the AFP CA, Greater Los Angeles Chapter.

Mai kaena, akā e kā nei me ka ha'aha'a  
(my ka-eyna, aka e ku nay may ka ha-a ha-a)  
Don't be boastful, but stand with humility

It is good to share what we have with those that may not have and this 'ōlelo no'eau (proverb or poetical saying) supports the concept of giving and sharing. As fundraising professionals, we practice these traditions in our personal and professional lives.

## Member Spotlight: Pi'ilani Kai Development Director Waimanalo Health Center



This is our last feature in our series of three of introducing some of our new Aloha Chapter Board of Directors members. Long time Development Director at the Waimanalo Health Center, we are fortunate to welcome Pi'i to our Aloha Chapter Board of Directors this year. Exciting things are happening at the Waimanalo Health Center, with the opening of their expansion facility this year. We caught up with Pi'i recently to get to know her a little better:

### How long have you been at your current organization?

The Waimanalo Health Center has been my home away from home for almost 20 years. I started off as a social work practicum student and because I loved it so much I came back as a member of the staff 'ohana in 2001. I didn't start off immediately in fundraising but when the health center needed its first full-time fundraiser in 2010, I was fortunate to be called to the job.

### Is there anything you'd like to share about what's going on at the Waimanalo Health Center?

The Waimanalo Health Center isn't just an organization or a place or a service, it's an experience. We're truly a little organization doing great things. We fill our offices and exam rooms with every day heroes who brighten the lives of those they meet each and every day. For every little organization that believes their fundraising goals are limited by their expertise or budget or geographic location, the Waimanalo Health Center is here to tell

## Reflections from an AFP ICON First-Timer and Chamberlain Scholar

*By Gayle Hubbard, Director of Development,  
North Hawaii Hospice*

"Everyone should go at least once." This was the advice given to me by a trusted colleague who attended the AFP international conference two years ago. Prior to this, I had wanted to go. After this, I was convinced that I should.

With the help of the AFP Chamberlain Scholarship, I attended the world's largest conference for professional fundraisers for the first time this year\*. Along with 3,400 other fund development professionals from around the world, I participated in educational, informational, and collaborative sessions that made me think deeper about how and why we do the things we do. I soaked up new ideas, techniques, and strategies. I came away more knowledgeable and enriched.

While there, I also enjoyed networking with others from our Aloha Chapter and beyond. Making new friendships and connections, along with sharing thoughts and experiences with people in the same profession, was invaluable.

There is nothing quite like AFP ICON. I now understand why my colleague said that everyone should go at least once. I'm glad I did and I now echo that sentiment. Our fundraising profession is clearly well supported by the AFP.

AFP ICON 2020 will be held in Baltimore, Maryland. If funding is a hindrance to attending your first AFP ICON, I highly recommend applying for the Chamberlain Scholarship. You won't regret it. (\*The Chamberlain Scholarship process will open in September 2019 and applicants must not have attended the AFP International Conference before).

## Reflections from an AFP ICON First Time Presenter

*By Jennifer Oyer, CFRE, Chief Development Officer,  
The Salvation Army-Hawaiian and  
Pacific Islands Division*



The famous management guru and author Peter Drucker

you differently. The health center opened its brand new \$13 million expansion facility as a result of its first ever capital campaign. With the help of many generous individuals and organizations who saw what we saw and believed in what we believed in, our brand new facility opens on May 1st.

#### **How long have you been an AFP member?**

##### **What encouraged you to join AFP?**

Sanae Tokumura. Anyone who's met Sanae knows that she's a force to be reckon with and when she says you must join AFP, you just listen. In 2010, she told me to join and that's what I did.

##### **What encouraged you to join the board?**

Instead, please allow me to insert my mythbusting campaign on why you should consider becoming more active in AFP which includes joining the board or other committees.

*Myth: I don't have time.*

**Fact:** Actually, being more involved is an investment. What you learn by networking with other fundraisers will help build your organization's capacity and make accomplishing your fundraising goals much easier.

*Myth: I don't really have anything to contribute.*

**Fact:** So not true! Even the most experienced fundraisers would be grateful for your fresh ideas.

*Myth: Joining a board is so boring.*

**Fact:** Fundraisers are FUNraisers! Fundraisers do not have boring meetings. Pretty sure it's written in the code of ethics somewhere.J

#### **Can you share a little about your family?**

I'm blessed to spend my special moments with my husband, Mark and my two little boys, La'akea and Lamaku. Our household is actually held together by the canine elder of the family, our 13-year-old Labrador retriever, named Kila.

#### **What do you like to do when you have some free time?**

My 'ohana and I love to explore and discover. If not for those things called work and school, you'd find us on vacation either on interisland staycation or a road trip on the continent. We're either on vacation, planning a vacation or dreaming about a vacation.

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

Anywhere. It's not about where we go but who we go with.

## **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.

once said that, "The only skill that will be important in the 21st century is the skill of learning new skills. Everything else will become obsolete over time." This quote is what drives me to invest my time and attend the AFP ICON conferences and it's what inspired me to submit a proposal to serve as a session presenter this year.

It was an honor and a thrill for me to present, "The Five Strategic Planning Tools for Fundraising Success," with fellow fundraising professionals in San Antonio. It's a presentation I've worked on for over 15 years -- a compilation of the good, the bad, and the ugly of what has shaped me to be the professional fundraiser that I am today. Throughout my professional career, I've collected stories that I've turned into planning tools that have helped me raise more money annually for organizations I've had the privilege to work for.

My hope is that by sharing my experiences such as selecting the right people for the development team and setting SMART goals on a regular basis, it can lead others to learn new skills and techniques in fundraising that will raise more money for causes they are passionate about. Presenting at AFP ICON has opened doors for me to now present in Chicago, Boston, and right here in Hawaii where even more people can walk away with nuggets of information to create change - in the workplace, in the community, and around the world!

The greatest highlight presenting, though, was the tremendous amount of aloha and support that was showered over me before, during, and after from the Hawaii contingency - I was so grateful to see friendly faces in the audience. There's a sense of camaraderie and unity that is shared when you are from Hawaii. I was proud to represent not only the organization I serve, but more importantly, the AFP Aloha Chapter! Hope to see you in Baltimore!



***It's not too soon to start planning to attend  
AFP ICON 2020, to be held in  
Baltimore, Maryland on March 29-31, 2020!  
Go to <http://afpicon.com/2020> for registration info!***

## **AFP Anniversary Promotion**

In honor of AFP's 59th Anniversary, new members in the Professional and Associate category only can receive \$50 off their membership if they join between May 1st and June 30th! [Join here](#) and use the promo code AFP2019 to receive the \$50 discount. Or if you prefer to review a hard copy packet, please email [admin@afphawaii.org](mailto:admin@afphawaii.org) and a packet with the \$50 off coupon can be mailed to you.

[Post now...](#)

### On the job hunt?

Check out the latest fundraising jobs available in Hawaii such as this:

[Director of Development](#)

Hawaiian Humane Society

[Kennel Manager](#)

Hawaiian Humane Society

[Events Manager](#)

Honolulu Museum of Art

[Chief Development Officer](#)

PBS Hawaii

[Executive Director](#)

Hawaii Nature Center

[See more jobs...](#)

## Hawaii Legislative Update

AFP's advocacy updates are meant to provide information to all members who are interested in public policy. The Advocacy committee strives to provide resources to help you keep updated on critical issues. If you want to be more involved in AFP's government relations, you don't need to have a lot of technical knowledge and expertise about the public policy process, although that is always very helpful. It is more important that you have an interest and commitment in staying engaged in our civic process. Email chair Jennifer Dotson for more information at [admin@afphawaii.org](mailto:admin@afphawaii.org).

In this issue, we would like to bring your attention to the topic of Universal Charitable Deduction. Two bills have been introduced that would create a universal charitable deduction, which would allow donors to deduction charitable donations from their taxable income, regardless of whether or not they itemized their taxes.

The full text of H.R. 651 is here and the full text of H.R. 1260 can be found here. Both bills have been referred to the House Ways and Means Committee. AFP members are highly encouraged to write to our U.S. Representatives Ed Case (D, 1st district) and Tulsi Gabbard (D, 2nd district) to share first-hand examples about the importance of charitable giving incentives for the nonprofit sector. For sample correspondence with helpful language, please contact Jennifer Dotson at [admin@afphawaii.org](mailto:admin@afphawaii.org).

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### \$50 Professional & Associate New Member Discount!

In honor of our 59th Anniversary, AFP will be offering a \$50.00 discount to new members joining in the Professional and Associate categories only by June 30, 2019.



The discount applies to \$50.00 off the International portion of the dues. Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment. \*Coupon must be included with payment.

To join online, go to [www.afpglobal.org](http://www.afpglobal.org) and use Promo Code: AFP2019

One coupon per new member. Expires June 30, 2019  
AFP Membership Department (800) 666-3863 or [afp@afpglobal.org](mailto:afp@afpglobal.org)

## AFP Member Only Benefit Alert: Useful Tools and Templates

AFP has an incredible array of tools and templates on a variety of topics that help members get a jump start on new projects and missions. These tools and templates include:

- 1) Forms & Spreadsheets;
- 2) Job Descriptions; and
- 3) Sample Documents.

**Click the link** to start using these tools today  
(member login required)!



## Sanae's Blog

Sanae Tokumura, ACFRE, APR (Aloha Chapter's Immediate Past President), shared her April blog entry, "The Mind and Heart of a Fundraiser" with her personal thoughts of what she feels is at the core of many fundraisers--hope, dignity, honor, respect, and gratitude. Besides our newsletter, Sanae's blog can be found the on the AFP website, [www.afpglobal.org](http://www.afpglobal.org) and also on our chapter website homepage.

[April 1, 2019: The Mind and Heart of a Fundraiser](#)

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