

May 2018



"Life is fleeting, and permanence in this world is something we all strive for. The best way to achieve permanence is through philanthropy."  
~ Ram Shiram

### Aloha Chapter Events Calendar

#### June:

*CFRE Study Group Meeting #1*  
June 7, 5:00pm  
Pacific Buddhist Academy

#### August:

*Major Gifts Donor Panel-Talking About Their Philanthropy*  
August 3, 7:30-9:30am  
The Pacific Club

*AFP Fundamentals of Fundraising Course*

August 23 & 24, 8:00am-5:30pm  
The Salvation Army-Manoa

#### September:

*Donor Relations Workshop*  
September 11, 9:00-11:00am  
Presenter: Lynne Wester, Partner,  
Donor Relations Guru Group  
Ala Moana Hotel

#### November:

*Annual National Philanthropy Day (NPD) Conference & Awards Luncheon*  
Thursday, November 15  
Alohilani Resort Waikiki Beach  
(formerly the Pacific Beach Hotel)

#### December:

*AFP Annual Meeting & Luncheon*

## Nominate an Outstanding Community Member!



### Our 2017 Outstanding NPD Awardees

Nominations are now OPEN for the Aloha Chapter's 2018 National Philanthropy Day (NPD) Luncheon on Thursday, November 15, 2018. The Annual NPD Awards Luncheon celebrates the spirit of philanthropy in our local community, brings forward great stories of generosity and selflessness, and recognizes unsung heroes helping to make Hawaii thrive.

We welcome you to nominate local visionaries, an individual or an organization, for one of the 9 categories for consideration. The awardees will be recognized on November 15, 2018 at the Aloha Chapter's NPD Awards Luncheon at the Alohilani Resort. Please click [here](#) to view categories and online nomination forms.

Nominations will be accepted from now until **June 15, 2018.**

December 4, 11:30am-1:00pm  
Guest Speaker: Dr. Maya Soetoro-  
Ng, Co-Founder, Ceeds of Peace  
The Pacific Club

[View website calendar...](#)



**Mary Steiner**  
*Director of Development*  
Hawaiian Humane Society

### **New Member Discount Offer!**

Do you know a colleague, co-worker, or friend who would like to join AFP? **AFP is offering a \$50 off Anniversary coupon special for new members only in our professional and associate categories!** The promotion runs from May 1 through June 30, 2018. Applications can be completed [online](#) with the promo code **AFP2018** to receive \$50 off the membership fee.

Or if you would prefer a membership packet and \$50 off coupon via mail, please email our Chapter Administrator, Susan Oshiro at [admin@afphawaii.org](mailto:admin@afphawaii.org) and provide your contact info.

The Aloha Chapter welcomes all who would benefit from membership in the largest professional fundraising association in the world. If you have any questions about AFP membership, feel free to contact our Membership Chair, KC Collins, CFRE at [KC.Collins@uhfoundation.org](mailto:KC.Collins@uhfoundation.org) for more information.

**AFP Presented at April  
Leading Schools of The  
Future Conference**



*L-R: Cathy Lee; Nicki Lee, 2017 Outstanding Youth in Philanthropy; Danny Kaleikini and Linda Wong, 2017 Outstanding Volunteer Fundraisers; Darrell Lee*

**Are you an enthusiastic, organized and passionate fundraiser?** Of course, you are! The National Philanthropy Day Co-Chairs, Maile Kawamura and Chelsie Castillo are looking for a few great AFP members (and non-members!) to join their committee to help assist with planning the Aloha Chapter's annual conference. NPD will take place on November 15, 2018 at the Alohilani Resort.

Committee Members have the opportunity to attend monthly meetings, join a NPD sub-committee, and network with fellow members to plan an unforgettable and inspiring conference. If you are interested in joining the NPD committee, please email Susan Oshiro at [admin@afphawaii.org](mailto:admin@afphawaii.org).

### **Member Spotlight: Mr. Eric La'a Senior Development Officer Hawai'i Community Foundation**



Eric La'a is one of a handful of members who have joined the 2018 Aloha Chapter Board of Directors and only the



AFP members presented a fundraising session at the Leading Schools of The Future Conference on April 5 and a full day development planning workshop on April 4. More than 200 educators attended this second annual conference hosted by the Hawai'i Association of Independent Schools (HAIS).

AFP Past President S. Sanae Tokumura, ACFRE, APR, of Solid Concepts, Inc. with help from AFP President Cathy Alsup, CFRE, and Jennifer Oyer, CFRE.

presented the day-long workshop, "Create Your Fund Development Plan" on April 4 that gave about 25 participants a chance to learn from these Certified Fundraising Executives in the morning and then apply what they learned as they worked on their fund development plans in the afternoon.

Participants found the session helpful because of the expertise provided and the time to focus on creating their own plan.

The next day AFP members Brooke Carroll of Hawai'i Pacific University and Martha Hanson of the Hawai'i Community Foundation presented a shorter session called, "Everyone's a Fundraiser." Twenty-five people attended this session that provided a game plan for building a school fundraising team the makes the school's board the most valuable players and develops a culture of philanthropy that encourages support from alumni, parents, and the community.

second of two male members (Mike Robinson is the other). Therefore, Eric was a likely choice to head the chapter's Diversity Committee!

For reference, the AFP Aloha Chapter Diversity and Inclusion Philosophy Statement is: AFP Aloha Chapter believes 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. [For more on AFP Diversity and Inclusion...](#)

Let's get to know Eric a little better:

**How long have you been at the Hawai'i Community Foundation?**

I have been with Hawaii Community Foundation for 5 years.

**What are your plans for the Diversity Committee?**

I'm surprised to be only one of two men serving on the Board, so one of my immediate plans involve getting more of our male members to serve in a leadership role.

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

I have been an AFP member since 2006.

**What do you say to someone who might be considering joining AFP?**

I would share that it's a wonderful opportunity to network, learn, and grow in the field of philanthropy. There is always something to gain from the connections you make with others in this profession that would be useful to you and your organization.

**Are you involved or a member of other organizations?**

Not currently as I am in a new position within Hawaii Community Foundation that has me pretty busy.

**What is your favorite pastime or hobby?**

My favorite pastime is watching sports, in particular basketball, college or professional. An added treat is taking in a game with my sons. I also enjoy playing pickup basketball to try and stay in shape.

**Have you seen any good movies recently that you would recommend?**

Black Panther was one of the more entertaining marvel movies I've seen! Thrilling action sequences and great message.

**What would you be doing on a typical Saturday?**

A typical Saturday is basically catching up with things at home that could not be attended to during the week. However, my wife and I make it a point carve out some time for an activity with our children.

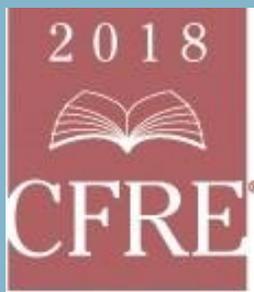
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**Resilience and Impact in the Big Easy  
2018 International Fundraising  
Conference**

**New Orleans, LA**

*By: S. Sanae Tokumura, ACFRE, APR*

## Meeting on June 7th



Make your plans to attend the first meeting of a group of all interested in taking the CFRE (Certified Fund Raising Executive) credential exam this fall.

**Thursday, June 7, 2018**  
**5:00pm**  
**Pacific Buddhist Academy**  
**1754 Lusitana Street, Honolulu**  
*Refreshments provided*

Angie Britten, Director of Development at Hawaiian Islands Land Trust and Aloha Chapter President-Elect is coordinating a study group for candidates hoping to take the CFRE exam this year. The goal is to submit test applications by the October 1 deadline for the October 1-November 30, 2018 exam window.

This first meeting will focus on getting an understanding of where everyone is at in their personal CFRE journey; the requirements for application; and coordinating future study group meeting dates. The goal for these sessions is to support everyone through a process that can be perceived as overwhelming, hold each other accountable and set goals, and hopefully by December 1, 2018 there will be a few new CFREs in the state of Hawaii!

Our thanks to Rudi Ruckmann, Director of Advancement at Pacific Buddhist Academy for hosting the meeting.

If you would like to attend the meeting, please email Angie Britten at [angela.britten@hilt.org](mailto:angela.britten@hilt.org). Everyone is welcome, even if you are not sure if you want to take the exam this year and would just like to get more information for future reference.

For more info about the CFRE credential, visit:  
<http://www.cfre.org/>.



*Meeting old friends far away from home is such a happy thing! (L-R: Michelle Morihara, past officer and board member of Aloha Chapter now living in Portland, OR; Sanae; Cathy Alsup, Aloha Chapter President)*

It began for me with a red-eye flight to Phoenix at the same time East Hawaii was experiencing damaging flash floods and Kauai was about to get smashed. The tough journey was made tougher because of a canceled flight in Dallas (torrential raining), resulting in a five hour delay. It was an arduous trip, and it was raining in New Orleans when I finally arrived!

Was it worth it? A resounding YES!

Some of the 3,500 attendees were already there when I arrived because they were attending pre-conference workshops: Fundamentals of Fundraising, Donor Retention, How to Get Started Raising Major Gifts, Storytelling: Nonprofit Videos on a Budget and more.

But the main event started on Sunday with sessions like Nonprofit Accounting for Fundraisers, Development Planning, Stewarding Donors with Dementia, Remote Employees, How to Create the Case for Support, Women's Philanthropy, Annual Campaign, Tax Reform, Are Great Leaders Born or Made?, and Board Governance.

And this continued through Tuesday, every hour jam-packed with sessions for all levels. Lunch (included in conference fee) was ready for us each day in the "Marketplace," where dozens and dozens of exhibitors catered to development professionals from around the world. I especially like the gizmos that are offered, and brought home lots of swag, shamelessly. It is always fabulous to see what's new in donor management software, donor relations trends, prospect research, etc.

### 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 such as this:

[Coordinator of Programs and Events](#)

Sacred Hearts Academy

[Grants and Development Manager](#)

Life Foundation/CHOW Project

[Development Director](#)

Aloha Council/Boy Scouts of America

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

### Our Public Relations and Marketing Committee is Looking for Communicative New Team Members!

By: Jennifer Dotson, Chair, Public Relations and Marketing Committee



Are you communicative, creative and clever? Are you fabulous, fun-loving and friendly? Then we enthusiastically invite you to join the AFP Aloha Chapter Public Relations and Marketing Committee!

Our goal is to articulate member's value through internal and external messaging about upcoming events and position the role of philanthropy in our local community that enables more strategic private sector partnerships. The committee will touch base one time per month in-



*So it's not all education and business at these things. Here I am, facing the triple threat of grant request deadlines, impatient board members and computer/printer issues! Seriously, this was one of the hundreds of Mardi Gras floats that were stored in a cavernous warehouse that went on forever near the New Orleans Ernest N. Morial Convention Center called Mardi Gras World.*

It's always empowering and encouraging to drift along the immense walkways of these huge convention centers shoulder-to-shoulder with thousands of diverse fundraisers who, like me, want to do a great job and are willing to invest time and expense in educating themselves. Every year they look younger; some of them this year didn't look old enough to drive, no joke.

But above all what impacted me the most this year was the closing general session. This made the 30-hour journey to NOLA worth every minute. On Tuesday, Bryan Stevenson, founder and executive director of the Equal Justice Initiative (EJI, Montgomery, AL), spoke. Mr. Stevenson is a widely acclaimed public interest lawyer who has dedicated his career to helping the poor and incarcerated and the condemned. Under his leadership, EJI has won major legal challenges eliminating excessive and unfair sentencing, exonerating innocent death row prisoners, confronting abuse of the incarcerated and the mentally ill and aiding children prosecuted as adults.

I sat there wishing everyone I knew could hear his story. He made me cry, cringe. He enraged me about the issues he fights daily. He did it all through telling real stories and how they affect him, sliding in the stats and facts as necessary. He killed me and I went looking for his website afterwards. This is what we all should be doing—communicating the importance of our missions simply, eloquently, efficiently, and crushing the hearts of our listeners. I charged back home ready for action!

person or by phone or by email to collaborate and move forward six strategic plan objectives involving media announcements, newsletters and social media.

If you are curious to learn more about this committee or its work to raise awareness about fundraising in Hawaii, please contact Jennifer Dotson by email at [admin@afphawaii.org](mailto:admin@afphawaii.org). Mahalo!

Get Involved--Join an Aloha Chapter Committee! View the list of [2018 Aloha Chapter Committees](#). You may contact the chair directly or if you have any questions, please contact Chapter Administrator Susan Oshiro at [admin@afphawaii.org](mailto:admin@afphawaii.org) for assistance.

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Next year's conference: San Antonio, TX. Hope to see you there, y'all.

*S. Sanae Tokumura, ACFRE, APR is immediate past president of Aloha Chapter. President of Solid Concepts, Inc., Sanae has been a professional fundraising executive in Hawaii for 30+ years.*

## Do You Have an Hour to Further Your Professional Development?

**An AFP webinar might be the answer for you!** AFP webinars feature fundraising's top thought leaders discussing topics that range from fresh takes on the tried and true to what's new and trending in the world of philanthropy! The webinars include such topics as stewardship, board development, donor demographics and communication-just to name a few.

Live webinars are held from 1:00-2:00pm (Eastern Time) and also available within two business days in the on-demand archive. Each webinar is worth 1.0 CFRE education points. Webinars are \$79 for AFP members and \$99 for non-members. 2017 on-demand archive sessions are also available for \$59.25 for AFP members. And there are a handful of webinar recordings provided free to AFP members as a benefit of membership (membership login required).

[View the list of 2018 scheduled webinars...](#)  
[More info about AFP webinars...](#)

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