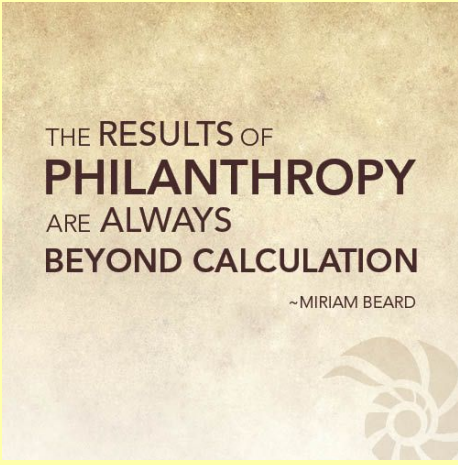


June 2019



THE RESULTS OF  
**PHILANTHROPY**  
ARE ALWAYS  
**BEYOND CALCULATION**

~MIRIAM BEARD



## Donor Communications Conference by Lynne Wester

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?

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.

Wednesday, June 19, 2019, 8:30 a.m. - 2:30 p.m.  
Hawaii Pacific University at Aloha Tower,  
Multi-Purpose Room 3

\$150 - AFP Member  
\$200 - Non-Member  
Breakfast and lunch included



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

**Due Date Extended to Friday, June 7, 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 **Friday, June 7, 2019!**

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

**Snag your spot now!**  
**The CFRE Application process:**  
**Step-by-step webinar**

Registration due by Wednesday, June 12, 2019,  
5:00pm (HST)

[Learn More](#)

[Register Online!](#)

## Understanding Our Host Culture



Philanthropy is not only giving of money to an organization! During the month of June, we celebrate King Kamehameha Ekahi (A-kah-hee) or the First. Known as the King that united the Hawaiian Islands.

A grand parade, in his honor, takes months and hundreds of man hours to coordinate. Thus, the time and talent donated to this cultural mainstay brings joy to all participants and spectators. Highlights include the float which carries King Kamehameha and his warriors, the school and military bands that walk the four mile parade route and the Pau (Paw-Oo) riders that celebrate the beauty of the eight primary Hawaiian Islands while riding on horseback. If you're available on Saturday, June 9, beginning at 9:00 am, plan to attend and line the streets from the parade beginning, Iolani Palace, to the end, Queen Kapiolani Park in Waikiki.

**Member Spotlight:**  
**Uri Martos**  
**Philanthropy Officer**  
**Hawaii Community Foundation**  
**(Kaua'i)**



CFRE International is bringing back one of their most popular webinars so you can feel fully confident in assembling your CFRE Application.

CFRE Certification Manager Paul Cavazos will walk you through how to fill yours out plus share tips and tricks to help you have a solid understanding of how the application works.

**Free! Tuesday, June 25, 2019, 7:00am (1:00pm ET)**

**[REGISTER NOW](#)**



**Ryan Masa**  
Assets School

**Christina Sumida**  
*VP of Advancement*  
PBS Hawaii

**David Washburn**  
*Chief Development Officer*  
American Red Cross Hawaii

**Shari Williams**  
*Independent Grants Professional*  
Forward Writing

## 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.



Although the majority of the Aloha Chapter members reside on Oahu, we have many great members on Hawaii Island, Maui, and Kauai. One of those members is Ms. Uri Martos! As an American Cancer Society Relay for Life volunteer, Uri is currently in between the 2019 Kauai events in April and August. We took this opportunity to "talk story" with her to get to know her a little better:

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

I have been with the Hawaii Community Foundation eleven years this August.

**Is there anything you'd like to share about what's going on at HCF?**

Yes, absolutely. On Kauai we are launching The Kaua'i Resilience Project "Kauai's Kids are Your Kids" Campaign with our partners at Kamehameha Schools, Atherton Foundation and organized by Kauai Planning and Action Alliance. It is a bold community initiative to build our young people's ability to overcome adversity and successfully navigate life's challenges so they can lead enriched, fulfilled and purposeful lives. We want to lift up & encourage our keiki.

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

I joined AFP in September of 2008, shortly after I started at HCF. A few of my colleagues were members and I was told that being a member offered opportunities to learn more about our industry as well as network with many in our field. I've really enjoyed the trainings and NPD is always one of the highlights of my year.

**What's the best part of your job?**

Knowing that our work is making a difference in the lives of so many people and families across the state. Our community is thriving because of the work we get to do with our incredible donors and organizations on the ground.

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

Yes, I serve as the State Lead Ambassador for the American Cancer Society Cancer Action Network

**\$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)

## Registration Now Open for This Year's Fundamentals in Fundraising Course



*2018 Fundamentals participants show off their certificate of course completion.*

If you want to improve your commitment to ethical fundraising, strengthen your marketing strategy or learn how to work with volunteers as partners in fundraising, taking the **Fundamentals of Fundraising** course will help you accomplish this and more. This fundraising certification curriculum course, developed and presented by the Association of Fundraising Professionals, is taught by Aloha Chapter members who have achieved their ACFRE/CFRE certification. If you are new to the fundraising field or know of co-workers or colleagues who would benefit from this course, please pass along the info:

**Fundamentals of Fundraising**  
**Monday, September 16 &**  
**Tuesday, September 17, 2019**  
**8:00 a.m. to 5:30 p.m.**  
**Hawaii Pacific University, Aloha Tower Campus,**  
**Private Dining Room**  
**One Aloha Tower Drive, Honolulu**

Fees are \$390 for AFP Members and \$490 for Non-members and also includes course manual and breakfast and lunch for both days.

**Scholarships Available!** We are offering a limited number of stipend scholarships for Neighbor Island travel. Applications are due by August 9, 2019.

View: [Applications-details](#)

We only hold this class only once annually, so don't miss this opportunity! Registration closes on Monday, September 9, 2019, 5pm (HST).

(ACS CAN) for the Hawaii Pacific Region and also regularly volunteer for the American Cancer Society (ACS) at Relay for Life events on Kauai as part of the Event Leadership Team.

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

I have a very large, close knit family on my dad's side. I've got over 80 cousins and I can name them all. My mother, one of my aunts, and I are all breast cancer survivors and I've also lost an uncle to leukemia. This is the main reason I volunteer at ACS CAN & ACS. I've made it my mission to do all I can to help end cancer today!

### What is your favorite weekend activity?

Hiking and exploring our beautiful island of Kauai. I am constantly in awe of the beauty of this place I am lucky to call home.

### If asked for a good place to eat, where would you recommend?

On Kauai, if you are in Lihue, I always tell people to go to Kauai Beer Company. They are centrally located and serve up some good eats and brew their own awesome beer. If you happen to be here on a Thursday night, you should pop in for Truck Stop Thursday when they invite local food trucks to share their delicious menus.

## Membership Dues Increase Effective July 1, 2019: Professional & Associate Categories Only

AFP has been able to avoid raising dues for Professional and Associate members (which account for approximately 60% of overall membership) for the past ten years. Despite keeping the dues flat over the past decade, AFP has still been able to produce significant and groundbreaking work through our IDEA initiative, a new start-of-the-art website, comprehensive database upgrade, huge increase in our educational offerings and launch of **three new significant services** related to ethics and leadership and career development-to mention just a few.

However, to continue to develop and enhance benefits and services, as well as ensure adequate resources to meet future member needs, and after considerable thought and appreciation of the impact that a dues increase would have upon our members in these two categories, the AFP Dues Taskforce and the AFP Board of Directors have agreed that the association must increase its dues at this time.

As a result, it was decided that only a \$30 dues increase was needed for these two categories. AFP Global will be increasing its dues for Professional and Associate members, for the first time in 10 years, by \$30 effective, July 1, 2019.

[LEARN MORE & REGISTER NOW](#)

## 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:

#### [Director of Business Support](#)

PBS Hawaii

#### [Director of Advancement](#)

Le Jardin Academy


#### [President & CEO](#)

Hawaiian Humane Society

### [See more jobs...](#)

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