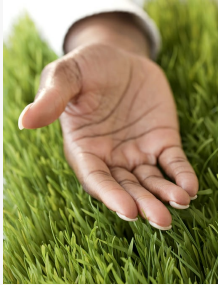


July 2018



"The proper aim of giving is to put the recipients in a state where they no longer need our gifts."
~ C.S. Lewis

Aloha Chapter Events Calendar

July:

CFRE Study Group

July 5 and 19, time/venue to be advised

Aloha Chapter's Members Only Pau Hana Reception

July 12, 5:30-7:30pm

Honolulu Museum of Art

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, Garden Lāna'i

November:

Annual National Philanthropy Day

(NPD) Conference & Awards

LAST CHANCE to RSVP for Our Exclusive Pau Hana for AFP Members on July 12th!



Have you been thinking you need to get to know more of your peers in the wild, wonderful world of philanthropy? Maybe pick up a contact or two, or career tips? Have we got the event for you! How does wine, pupu, meeting your philanthropy peers and checking out Honolulu Museum of Art sound to you? Oh, did we mention it's **free**? Join us:

Thursday, July 12, 5:30-7:30pm

Honolulu Museum of Art

900 S. Beretania Street, Honolulu

Registration due by Thursday, July 5th!

Your evening will include:

- Speed "Meet & Greet" with AFP board members
Topics: All Things AFP, All Things NPD, All Things Professional Advancement, and All Things CFRE
- Meet Dr. Sean O'Harrow, PhD, who will update us on the latest happenings at the museum



Luncheon
Thursday, November 15
Alohilani Resort Waikiki Beach
(formerly the Pacific Beach Hotel)

December:

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

[View website calendar...](#)

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! 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.

[View the list of 2018 scheduled webinars...](#)

[More info about AFP webinars...](#)



Brianna Marie Arnolde
Development Manager
Arthritis Foundation

Wendy Michiko Chang, MED
Maryknoll School

Christina Hunt
Hawaiian Humane Society

Rya Sekimoto
Culinary Coordinator/Executive Assistant
Hawaii Food and Wine Festival

Leslie Wilcox
President and CEO
PBS Hawaii

- Wine, light pupu and time to network with your colleagues
- Prize giveaways

Don't let this opportunity pass you by! TODAY, July 5th is the last day to RSVP for this great event!

[Register NOW!](#)

This Year's NPD Conference & Awards Luncheon on November 15th at the 'Alohilani Resort Waikiki Beach



This year's National Philanthropy Day Conference and Awards Luncheon will be held at the 'Alohilani Resort Waikiki Beach. The former Pacific Beach Hotel completed its extensive \$115 million transformation in December 2017. The 'Alohilani Resort features an alluring "aloha-chic" factor and is the island's newest sophisticated modern resort in the heart of Waikiki.

Thank you to those who submitted nominations for the Aloha Chapter's 2018 National Philanthropy Day (NPD) Awards. The selected honorees will be announced next month.

Please make your plans now to attend our annual NPD Conference and Awards Luncheon on Thursday, November 15, 2018 at the 'Alohilani Resort Waikiki Beach. The all-day educational conference will be packed with informative, engaging sessions led by local and mainland experts on best practices in fund development for nonprofit organizations. And the NPD Awards Luncheon will celebrate the spirit of philanthropy in our local community, bring forward great stories of generosity and selflessness, and recognize unsung heroes helping to make Hawaii thrive.

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. 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.

**Apply for a Travel Scholarship
for the August 23-24
Fundamentals in Fundraising
Course**



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
Thursday, August 23 &
Friday, August 24
8:00 a.m. to 5:30 p.m.
The Salvation Army - Manoa
2950 Manoa Road, Honolulu

We are now offering travel stipends for our friends on the neighbor islands to help with travel costs! Applications are due by July 26th.

[Learn more and apply today!](#)

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

We only hold this class once annually, so don't miss this opportunity! **Registration closes on Thursday, August 16, 2018, 5pm (HST).**

[LEARN MORE & REGISTER NOW](#)

**CFRE Study Group to Hold
Semi-Monthly Meetings**

**Member Spotlight:
Kerri Van Duynes,
Vice President of Development,
YMCA of Honolulu**



The YMCA of Honolulu is getting ready to celebrate its 150th Anniversary. We sat down with Kerri Van Duynes who shared some fun facts. Did you know that the YMCA created the A+ after school program in conjunction with the Governor's Office and the DOE? Yup, the Y had the curriculum already in place from other after school programs it ran so was able to lend expertise to develop the program quickly. Also, did you know the Y created group swim lessons? Seeing the number of incidents of drowning increase, the Y jumped into action to create group swim lessons. And the Central YMCA was one of the first places on Oahu to have a pool. We'll hear more fun facts when the Y rolls out its celebration in 2019.

How long have you been at your current organization?

Wow, I didn't realize it has been 7 years this month!

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

We're excited to be celebrating our 150th anniversary in 2019. The YMCA of Honolulu has a long history of serving our community through hundreds of programs island-wide focused on Youth Development, Social Responsibility and Healthy Living. Fundraising efforts by our dedicated volunteers help ensure that those who need our programs the most can access them.

How long have you been an AFP member?

This August makes 10 years since I joined AFP.

What encouraged you to join AFP?

I was a member in San Diego. After moving back to Hawaii, I wanted to join to be more engaged with others in philanthropy and give back through mentoring.

Are you involved or a member of other organizations?

Yes, I'm a member of the Rotary Club of Honolulu and serve on the Rotary Foundation Board. I also volunteer at my daughter's school and with the Hawaii Figure Skating Club.

What do you like to do when you have some free



The CFRE (Certified Fund Raising Executive) Study Group met twice in June and currently consist of nine "study buddies." Angie Britten, Director of Development at Hawaiian Islands Land Trust and Aloha Chapter President-Elect reports that most of group members plan to apply by the October 1st deadline and take the test this year. Angie noted that the goal of the group is to support, share, and review the test content. The July meetings are scheduled for the 5th and 19th and the group plans to meet twice a month, with different members hosting the meetings.

It's not too late to join the study group. If you would like to attend the meetings, please email Angie Britten at angela.britten@hilt.org to get more details. 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 www.cfre.org.

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 for assistance.

Event Expressions Create Experiences

time?

Free time? If I had free time I would take up golfing and horseback riding again. Maybe when my daughter is in college.

What's a good place to have a lunch meeting?

I love the water, so anywhere with a great view of the ocean is at the top of my list. One of my favorites is House without a Key at the Halekulani.

Do you have any secrets to destressing?

Taking a walk on the beach destresses me. The sound of the ocean is very calming.

Registration Now Open for Donor Relations Guru Lynne Wester's Presentation on September 11th



Lynne Wester strongly believes that donor relations is the key to unlocking fundraising success and that organizations must be as dedicated to the donor experience, or DX, as they are to the ask itself. Sometimes referred to as the Olivia Pope of fundraising, Lynne helps organizations when they need it the most - when crisis or opportunity arrive.

Lynne and her teammates at the Donor Relations Guru Group (www.donorrelationsguru.com) partner with nonprofits large and small on a variety of initiatives from developing sound strategy and vision to utilizing technology and creating meaningful donor engagement - all designed to positively affect the fundraising bottom line. Her guidance has led her clients to be recognized on the national stage for fundraising innovation, creative communication, and groundbreaking donor relations work.

Returning from a New Zealand conference, Lynne Wester has agreed to stop in Hawai'i to give a presentation entitled "Donor Experience, DX unlocks the future of your fundraising relationships." In her presentation she'll ask us to put ourselves in our donors' shoes. They don't want another lapel pin or bumper sticker. They want to know they make a difference to our institutions and they are valued. Donor appreciation is not expensive, but neglecting it can be. Research shows that it is seven times more expensive to acquire a new donor than to keep the one you



As the newly appointed executive director of Friends of Waikiki Aquarium, **Aloha Chapter member Keane Akao's** first big project was the launch of its summer series Ke Kani O Ka Kai. The Hawaiian concerts have been a signature fundraiser for more than 20 years. While most find events as anxiety provoking, Keane believes they are invaluable to organizations. With a professional background that includes event planning of celebrations of all sizes, he's nothing short of an event evangelist. We asked him to share what his top three reasons are for producing events when most fundraisers try to avoid them at all costs.

- **Events Build Social Capital.** There is power in crowds and creating friendships through experiences is paramount to fundraising. Events create a focal point that people can enjoy together and it brings a new audience to experience your mission. Creating opportunities in a world that is becoming more disconnected by the minute only raises the value of events.
- **Events Come with Publicity.** Attention is needed to break out of a cluttered marketplace and events give charities an opportunity to showcase through traditional and digital media outlets. There are nearly 8,000 charities in Hawaii and organizations that want to compete have to step in to the spotlight.
- **Events Cultivate Sponsors.** Companies that want charity affiliation deliver good revenue streams for more than just one event. What can start as a one-time corporate sponsorship, can grow into a bigger relationship and greater investment in an

have. The solution is simple: put the donor first, consume ourselves with the DX, their experience, not ours.

Don't miss this creative, dynamic speaker who knows from experience what works and what doesn't. She'll be presenting at the Ala Moana Hotel Garden Lāna'i from 9:00 to 11:00 a.m. on Tuesday, September 11th. Fees for members will be \$50 and for non-members \$60. [Register Now...](#)

Neighbor Island Travel Scholarships Available! Application must be received via email or mail (postmarked) no later than 5:00 pm (HST) on or before **Tuesday, August 14, 2018.** [LEARN MORE](#)

AFP Foundation for Philanthropy



Empower. Strengthen. Transform.

Mahalo to all AFP Aloha Chapter donors for their contributions and to our board for attaining 100% participation in the 2018 BE the CAUSE Campaign.

Please join these chapter members and make your gift today! Go online to afpfoundation.org/bethecause and click the DONATE NOW button.

(gifts as of 6/29/2018)

President's Club: \$1,000-\$2,499
Sanae Tokumura, ACFRE, APR

Ambassador's Club - Ruby Level: \$250-\$499
Cathy Alsup, CFRE
Janice N. Knapp, CFRE
Patti M. Look
Myles Shibata

Ambassador's Club - Sapphire Level: \$100-\$249
Angela Britten
Chelsie Castillo
KC Collins, CFRE
Angie Golis-Yamamoto*
Martha Hanson
Eric La'a
Cynthia Lallo, CFRE
Maile Kawamura
Laura Kay Rand*
Michael Robinson
Rüdiger Rückmann
Mariette Lissa Schiff*
Rozetta Williams, MA

organization's mission. Events often provide that first step for companies to partner.

"Events are a valuable expression of a mission and they offer unique ways to build a relationship with donors," says Keane. "It comes down to strategic management of resource allocation and how well an organization can leverage the social capital, publicity and sponsors."

Don't Miss the Major Donor Panel Discussion at the Pacific Club August 3!

There's no better way to learn about major gift fundraising than to hear from the donors themselves. Former Hawai'i Community Foundation CEO Kelvin Taketa, who is an exceptional major gifts fundraiser, has agreed to moderate a panel of major donors discussing why they give.

We have assembled an exceptional panel featuring **Larry Rodriguez**, former managing partner of Ernst & Young; **Bob Bean**, former owner and operator of Alert Alarm of Hawaii, Ihu Nui Sports Fishing, and Lopaka Hawaii Tours; and **Elizabeth Rice Grossman**, who currently serves on the board of the Honolulu Museum of Art, Hawai'i Community Foundation, and the Hawaiian Humane Society.

This event will be at the Pacific Club on Friday, August 3, from 7:30 to 9:30 a.m. and will include breakfast. Fees are \$30 for members and \$35 for non-members. Registration to open soon.

AFP Hawaii
P.O. Box 11899
Honolulu, Hawaii 96828-0899
808-527-2426
office@afphawaii.org

Friends of the Foundation: \$50 to \$99

Kristi L. Bates, CFRE

Jennifer Dotson

Susan Oshiro

Suzanne M. Sato

Bolded name(s) were added since the last listing

**Alpha Society member - recurring monthly giving program, amounts will increase on a monthly basis*

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:

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Cathedral Basilica of Our Lady of Peace


[Development and Communications Director](#)

Hawaii Agricultural Foundation

[Associate Director, Scholarship Development](#)

University of Hawaii Foundation

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