

## August 2018



"The test of our progress is not whether we add more to the abundance of those who have too much; it is whether we provide enough for those who have too little."

~ Franklin D. Roosevelt

### Aloha Chapter Events Calendar

#### 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 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 Member Pau Hana Smashing Success!



The Honolulu Museum of Art proved to be the perfect setting for AFP members to gather for a pau hana. Attendees enjoyed drinks, pupu, while networking, then Museum Director Sean O'Harrow shared about the museum, and even opened two galleries for us to see current installations.

A very fast 'speed dating' segment offered guests the opportunity to talk with board members about National Philanthropy Day, educational opportunities, CFRE training and more. It was more laughs and fun than anything else as each segment was a very short five minutes. There were great conversations taking place, new friends made and recurring comments such as 'this was fun' and 'let's do it again!' We will work on that.

All attendees were also treated to great museum totes and a lucky few won fantastic door prizes. A big mahalo to our



**Marissa KT Hirata**

*Donor Compliance and Scholarship Officer*  
Hawaii Baptist Academy

**Michelle Kiczek**

*Historic Hawaii Foundation*

**Minette Lew-McCabe, MBA**

*Development Manager*  
Kupu

**Hannah Werth**

*Sr. Philanthropic Services Associate*  
Hawaii Community Foundation

**Karla Zarate-Ramirez, CFRE**

*Executive Director of Development*  
University of Hawaii Foundation

chapter member Cara Mazzei, the museum's Director of Development, Cara's staff, and Sean O'Harrow for hosting this wonderful event.

Mark your calendar now for NPD on November 15th and our annual luncheon on December 3rd with keynote speaker Dr. Maya Soetoro-Ng.

**Member Spotlight:**  
**Angela Britten,**  
**Director of Development,**  
**Hawaiian Islands Land Trust**



Angie Britten has been a member of the Aloha Chapter Board for several years now. She's the current President-Elect and most recently co-chaired the National Philanthropy Day event. Angie helped organize the current CFRE Study Group and she along with a handful of other fundraising professionals will be sitting for the exam later this year, which we hope will result in more CFRE designations in Hawaii. We appreciate Angie taking the time to share a little about herself with us.

**What is HILT's mission? How long have you been there?**

The Hawaiian Islands Land Trust's (HILT) mission is to protect the lands that sustain us for current and future generations. We are a statewide, local land conservancy. We work with willing land owners to place conservation easements on their properties. These easements are perpetual, meaning forever, and they extinguish development rights on the property. In this way, we can protect Hawaii's most important natural and cultural resources. I've been working with HILT for 3 years (this is my anniversary month!) and love being part of an organization who's mission supports my personal values.

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

Lots! We have our first-ever golf tournament fundraiser on Maui at the Makena Beach & Golf Club on August 19th, and our annual gala on Oahu on September 22nd at Lanikuhonua. Then in December, Merriman's Poipu is hosting our Kauai Island Paina with guest chef Chris Kajioka on December 1st and Merriman's Waimea is hosting our Hawaii Island Paina with guest chef Mark "Gooch" Noguchi on December 8th. We begin 2019 with

**2018 NATIONAL PHILANTHROPY DAY**  
**BETTER TOGETHER**  
*It's what makes Hawaii work*  
**SAVE THE DATE!**  
**THURSDAY, NOVEMBER 15, 2018**  
Join us at our **NEW venue: The Alohilani Resort**

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](mailto:admin@afphawaii.org).

**Just a Few Weeks Left to Register 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

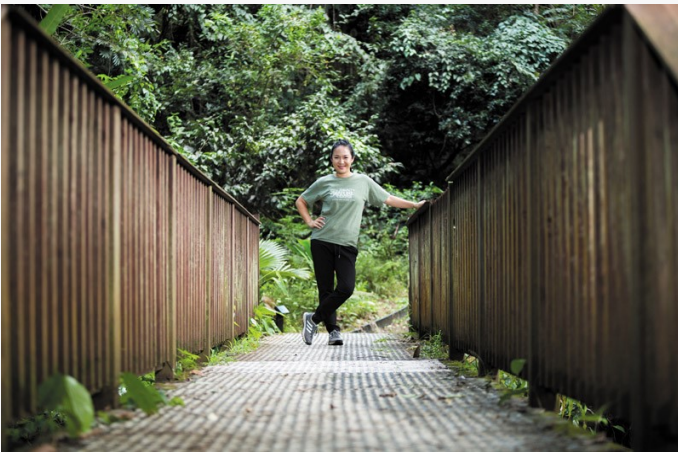
Course fees are \$390 for AFP Members and \$490 for Non-members and also includes course manual and continental breakfast and lunch for both days.

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](#)

## Understanding the Millennial Mindset for Fundraising

As an inductee to *Pacific Business News'* prestigious 2018 '40 under 40 class,' Aloha Chapter member Jeeyun Lee understands the Millennial generation. In fact, she's part of it. The 34-year old is also amongst Hawaii's youngest executive directors. She works for Hawaii's Nature Center that serves Millennial families with young children. Jeeyun Lee leads Hawaii's Nature Center with a staff of nearly 30 and an operating budget of \$1 million. She has focused the nonprofit's educational mission to help disadvantaged children and families connect with nature and works extensively with Title 1 schools.



Here are some of the areas that she believes are important for fundraisers who want to connect with this generation of givers:

- **Communicate Your "Why" Well.** Millennials are investigators and they do their homework. They are likely to Google your Cause before they even consider a gift. While older generations give from the heart, Millennials want to know the people behind the mission and that their peers are supportive of your mission.

our signature event Buy Back the Beach on January 26th at the Old Lahaina Luau.

### How are the CFRE Study Group meetings going?

You mean the "CFRE Support Group?" Great! It's a wonderful group of people who have come together to support each other in our personal CFRE journey. We found that through peer support, the prospect of CFRE certification isn't as daunting as we originally thought. I'm hoping to complete my application by October 1st and possibly complete the exam before the NPD Awards Luncheon and Conference in November.

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

I've been a member for about 9 years. I was encouraged to join by my former employer Alan Tang. (Thanks Alan!) I stayed because through AFP, I was introduced to wonderful group of people that I could learn and grow with. Our AFP Aloha chapter has been one of the best things about being a nonprofit professional.

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

I am a paddler with Kailua Canoe Club. I've been there for 22 years (gasp!) I grew up with many of the people I paddle with and they have become a fantastic extended family. I've been a competitive athlete since I was 9 years old. First in softball, where my team was three-time HCRA State Champions. I'm very grateful for all that I've learned from being part of a sports team. Many of those lessons apply directly to my work as a fundraiser and my role on the AFP board.

### Do you have any recommendations for a great vacation?

Your own backyard! Hawaii is an incredible place. The more I travel, the more I realize how special Hawaii is and how lucky we are. My favorite weekend activity, when not paddling is to hike into the mountains. Getting away from the hustle and bustle of town and letting the trail dictate my pace brings me back to center. I regularly make a "pilgrimage" to Paliku cabin in Haleakala National Park for some necessary off-the-grid time. For those of you who are looking far-afield: you can't go wrong with New Zealand.

### Do you have a favorite saying you can share?

"Expect the best. Look for the good." This is a phrase that I try to live by. I imagine that if you face every situation in life with this perspective, you're more capable of compassion and aloha and you're more likely to be treated compassionately. Also, "eat dessert first."

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**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.

**Support the AFP Foundation with its  
2018 BE the CAUSE Campaign!**

- **Social Media Matters.** Social media is not a luxury or an impulse-generated news feed. It's the mission's face and brand. It lets donors know how you think, operate and what you value. Invest in thoughtful planning of social media that celebrates your audience and doesn't solely focus on a charity's needs and wants. Take the planning time to develop strategy and pay attention to peer-to-peer review forums such as Yelp! and even Google reviews.
- **Re-invigorate Your Board with Fresh Faces.** The wisdom of board members who've been around for decades is priceless. They bring experience and institutional history. Yet board and staff leadership always need to be recruiting the next generation of young leadership so that they can benefit from mentorship of those more experienced. Organization must always be poised to be contemporary and relevant in a world that's changing fast.

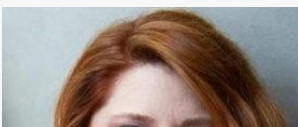
"These are all areas that we are now giving strategic priority to," says Jeeyun. "We are far from where we want to be but we have great clarity at Hawai'i Nature Center on where we need to be and are making the strides and investment to get there."

## AFP Member Benefit: Free Webinars!



Did you know AFP offers **FREE WEBINARS** each year to members only? If you missed any of them, you can log into your AFP account and [view the recordings here.](#)

## Register Today for Our Donor Relations Workshop by Lynne Wester on September 11th



Each and every day, the important work you do makes an impact on philanthropy in Hawaii and around the world. Together, we can **empower** fundraisers, **strengthen** communities, and **transform** the way donors give. The AFP Foundation for Philanthropy has a unique role in educating us, investing in developing a greater understanding of our sector and creating a more inclusive future for our profession.

A portion of every donation made to BE the CAUSE comes back to our chapter to support important local education programs, including scholarships to attend the National Philanthropy Day Conference and Awards Luncheon. Our chapter can take pride in the fact that each board member has made a personal contribution to this year's campaign.

Please join your fellow board along with other chapter members and make a gift today! You can go online to [afpfoundation.org/bethecause](http://afpfoundation.org/bethecause) and click the DONATE NOW button on the top - It's that easy!!

Mahalo for your support. Together, we can make a difference!

### AFP Foundation for Philanthropy



*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](http://afpfoundation.org/bethecause) and click the DONATE NOW button.*

(gifts as of 7/25/2018)

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

**Ambassador's Club - Ruby Level: \$250-\$499**

Cathy Alsup, CFRE  
Angie Golis-Yamamoto\*  
Janice N. Knapp, CFRE  
Patti M. Look  
Myles Shibata

**Ambassador's Club - Sapphire Level: \$100-\$249**



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](http://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 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. Light refreshments and coffee will be provided. [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 Hawaii  
P.O. Box 11899  
Honolulu, Hawaii 96828-0899

808-527-2426  
[office@afphawaii.org](mailto:office@afphawaii.org)

Angela Britten  
Chelsie Castillo  
KC Collins, CFRE  
Martha Hanson  
Eric La'a  
Cynthia Lallo, CFRE  
Maile Kawamura  
Laura Kay Rand\*  
**Anne Marie Rizzo, CFRE**  
Michael Robinson  
Rüdiger Rückmann  
Mariette Lissa Schiff\*  
Rozetta Williams, MA

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

Kristi L. Bates, CFRE  
**Brooke Carroll**  
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:

#### [Grants Manager](#)

Honolulu Museum of Art

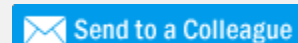
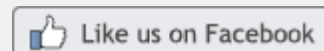
#### [Administrative Assistant](#)

The Salvation Army - Hawaiian and Pacific Islands Division

#### [Development Coordinator](#)

The Salvation Army - Hawaiian and Pacific Islands Division

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