President’s Message

Dear Members and Friends of AFP,

It is with great pleasure I am able to report to you that our chapter has been awarded a significant and meaningful grant from the Hawai‘i Community Foundation. It is a gift full of promise and potential, leading us towards a better future.

In meeting with members of the Hawai‘i Community Foundation, I was struck with how sincere and involved they are in the community. What started out as a “presentation of need” for AFP, quickly turned into a pleasant conversation about possibilities and vision. Kelvin Taketa, CEO of the Hawaii Community Foundation and Myles Shibata, Vice President for Philanthropic Services, stopped me mid-sentence as I began to explain why AFP needed funding. Suddenly, my carefully prepared presentation, which I had rehearsed over and over in my mind, shifted into a “walk in the park.”

We talked about the impact that organizations such as AFP, HPGC, HANO and others have on our community. I realized that we do make a difference and we do have a responsibility to share what know.

Instead of delivering my well-planned request, I found myself asking them who and how can we help? Where are the needs … voids … desires for better understanding and interests in learning more?

A long conversation ensued, and what came of it, is indeed a generous gift from the Hawaii Community Foundation to our AFP Chapter. Additionally, and equally important, is the new relationship and friendship we have forged.

Beginning this October and moving into 2009, we are launching the **AFP-HCF Series on Stewardship**. AFP, in partnership with HCF will be visiting many of the islands presenting a Series on Stewardship, containing valuable guidelines, standards and research about stewardship. Utilizing conferences, round table discussions, seminars and written materials, we will engage nonprofits on the importance of meaningful and frequent stewardship efforts.

Thank you Hawai‘i Community Foundation for your vision, support and belief in this new partnership. You’ll be hearing more soon!

Mahalo nui loa,
Jane Heimerdinger, President, AFP-Aloha Chapter
to expand our education programming to Neighbor Islands, we once again bring NPD to Maui and the Big Island on Monday, Nov. 10.

The O‘ahu professional development conference is all day on Thursday, November 13, and continues the morning of Friday, November 14 – culminating with our keynote speaker and Awards Luncheon. Noted local and Mainland speakers will present two dozen professional-development sessions at NPD covering topics ranging from annual giving, to working with volunteers, to major and planned giving, board development and much more. Sessions are planned for all aspects of fundraising and the varied roles and experience levels of our community.

We are especially honored this year to welcome Paulette Maehara, President and CEO of AFP International to our Aloha Chapter’s NPD. As President and CEO, Paulette oversees an organization comprised of more than 30,000 members and 200 chapters throughout the world. Paulette will present at NPD on the Big Island, and give a special address at NPD on O‘ahu on the state of fundraising nationally and in the Asia-Pacific region.

National Philanthropy Day® would not be possible without our sponsors of the Aloha Chapter. We are very grateful to have support from the Hawai‘i Community Foundation, Pacific Business News, Olomana Marketing and Aloha Graphics.

Please check our website often for updates and information about NPD and look for the NPD brochure in the mail shortly. We will also be making a special announcement about our award winners and keynote speaker very soon.

Mahalo to all of you who have participated in NPD in the past. We hope to see you again this year, joining the many new faces we see each year. The AFP Aloha Chapter is proud to play a leading role in sustaining our fundraising community by providing educational and networking opportunities throughout the year – culminating with National Philanthropy Day® .
A Friend to Know in AFP

S. Sanee Tokumura, ACFRE, APR, president of Solid Concepts, Inc. in Honolulu, has been a fundraiser for over 25 years. In this career track profile, she explains pivotal moments in her career, shares stories and wisdom and reflects on the value of diversity for the fundraising profession.

PART I: CAREER LESSONS

Why are you a fundraiser? In the process of philanthropy, there is the reward of experiencing with the donor the wonder of extending vital sustenance or services to an ailing human being or community. At the same time, I am struck with an immense sense of gratitude equal to or greater than the recipient charity, because I am privy, from the donor’s perspective, to what the meaning of the gift is, beyond the accounting. I am humbled with the sense that we are all helped by this one gesture, every one of us. Being a catalyst in this richness of giving and receiving is a privilege.

What achievements are you most proud of? Professionally, I am most proud of bringing our high standards of non-profit fundraising to many of Hawaii’s rural agencies and by doing so, improving the overall ability of these agencies to serve Hawaii’s people. In a period of less than seven years in a single rural community in Hawaii, I helped to build a hospice facility, helped to build a valuable multi-purpose facility through a small religious congregation and helped build the state’s first veteran’s home—all multi-million dollar projects. What added to these challenges was that all of these constituencies had never experienced the capital campaign process before, and much board, staff and volunteer education had to preface our work.

What have you liked the least about being a fundraiser? Among other hurdles, I’ve had to counsel countless organization leaders who possessed little experience in fundraising but who had large egos and never expected to actually ask for money. The fundraising profession has been the setting of many of my growing experiences as a human being and as a professional. And when you’re growing, it’s uncomfortable.

What do you wish you could do better than you do now? I wish I could communicate better all the time—not just sending out information more effectively, but also listening better.

What is your motto? In general, I have adopted my husband’s motto, “Fight ‘til you die.” Professionally, “It is possible that all well-run, well-represented non-profits who sincerely seek community betterment and who provide what the community truly needs will meet with continued resources provided by that community.”

Who or what has had the greatest influence on your life? It was a partnership between my mother and my relationship with Jesus Christ. My mom made me spell eleemosynary as my first spelling word and taught me its meaning. She also taught me to say “thank you” for absolutely everything. Finally it was my faith in Christ that led me to the fundraising field where I knew my skills could serve Him best.

If you could invite three people to dinner, whom would you invite and where would you go to eat? Leonardo da Vinci, Ben Franklin and Miyamoto Musashi. We’d go have a bento down at Waimea Bay during winter surf. I imagine we’d talk about power and how to harness it to preserve humanity and the world around us.

PART II: ON DIVERSITY

In what ways would the profession of fundraising benefit from increased diversity? When boards begin to include leaders in their communities from various backgrounds, the opportunities to communicate with these different constituencies will increase accordingly. Programs will begin to reach groups that had gone untouched. Staff members may begin to look different as a result.

Fundraising committees will find their volunteer solicitors and prospect lists to have grown perhaps exponentially. Horizons of funding will naturally expand.

What do you think fundraisers can do to include more diversity in the sector? In today’s organizations, a fundraiser may have a place at the board table, staff a development committee, work in tandem with public relations/marketing departments or the chief executive, or may be a small part of a large fundraising operation. No matter the role played in the organization, a fundraiser can do much to include more diversity in his or her organization and in the sector. A fundraiser who has a voice at the board level obviously can influence matters directly. In the development committee or the executive director report, this person may introduce a brief on the potential of funding that could be a part of the development plan after doing research (feasibility study) to determine the numbers and wealth levels of potential donors in various diverse constituencies. Along with that, the brief could include programs that the organization has or could...
have to serve the constituencies profiled (according to input by potential donors in the study). Articles on the current trend of diversity issues in the third sector could be cited. Information presented in this way prior to the presentation of a new integrated annual development plan can be very exciting to a development committee and board.

**PART III: ON FUNDRAISING**

What most concerns you about the profession?

- Decline of major donor relationships—contributions are subscription level and marketed rather than inscription level and developed due to repeated, meaningless direct mail and less efficient fundraising strategies throughout the year.
- When fundraisers reach a point in their careers when it is just “business as usual” after spending years dealing with burned out, jaded board members and fatigued volunteers and staff.
- Increased federal scrutiny as lines between non-profit and revenue generating programs blur.
- Increasing regulatory issues despite our profession’s diligence at self-regulation via education, certification and the adoption of professional standards and ethics.

**What gives you hope for the future of fundraising?** Once in awhile, I will meet a group whose leaders sincerely believe in their clear need to support humanity in whatever way they are organized. They will come to meetings, follow through and be responsible for their tasks, keeping their vision on the overall goal. I get to be involved with helping them ask for help and work with them toward a shared vision.

**What is the key to a successful “ask”?** If your asker has a high degree of trust and affinity with the prospect and can state a specific request, if you have an airtight case and if your prospect has the means and a heart for the project, it will be highly unlikely to receive an outright “no” response. At the very worst, you will begin a process of consideration and study in the donor’s consciousness with these elements in place.

**Is there anything about fundraising that still surprises you?** Every day, there are lessons. For example, I was recently blown away with a renewed zeal for my work because a simple organization brought me to the site of their heart’s desire on the windy bluff of a wildlife refuge hundreds of feet above crashing white waves. If I can be impressed like this with an unspoken but evident case, anyone could. Yes, the writing of the case has to be done and the entire process begun, etc., but the element of falling in love can motivate the most outrageously fatigued heart. I surprised myself that day.

Ideal donors are: grateful, passionate, risk-taking believers in self-determination because they have been successful against great odds and know it’s up to them to make a difference.

**What advice would you give to a new fundraiser?** Know thyself.

**What is the most essential quality of a good fundraiser?** The most essential quality of a good fundraiser is a humble, sincere desire to assist humanity. Everything else can be learned.

**NEW MEMBER CORNER**

Meet our newest AFP members! They have joined AFP, Aloha Chapter from June through September 2008. A warm aloha to our new members...

**Tori Abe**
Dir. of Marketing & Development Hospice Hawaii
Ph: 791-8027

**Arthur Akau, Jr.**
Partner
Akamai Consulting Group LLC
Ph: 780-6085

**Kent Anderson**
Executive Director
Family Promise of Hawaii
Ph: 548-7478

**Linda Lewis Ezuka**
Development Director
Holy Nativity School
Ph: 373-3232 Ext. 117

**Stephen Florino**
Communications Coordinator
Maryknoll School
Ph: 952-7315

**Christine Ho**
Fund Development Officer
Honolulu Habitat for Humanity
Ph: 538-7070

**Kehaulani Marshall,**
Communications Representative
The Kanu o ka ‘Aina Learning ‘Ohana

**Mariko Miho** (returning member)
Sr. Director of Development
University of Hawaii Foundation
Ph: 956-7983

**Uri Pasaoa**
Philanthropic Services Assistant
Hawaii Community Foundation
Ph: 808-245-4585 Ext. 102

**Ryan Ridela**
Director of Business Development
The Fund Development Group
Ph: 738-5770

**Kerri B. Van Duyne**
Director of Development
University of Hawaii Foundation
Ph: 956-2299

Just a reminder…if you have changed any of your contact info, please advise Susan Oshiro, Aloha Chapter Administrator, phone 626-6755 or via email at npd@afphawaii.org.
DIVERSITY & INCLUSION EFFORTS AT THE AFP ALOHA CHAPTER

To date, we have held two engaging brown bag roundtable sessions, facilitated by Monica Grant, Chair of the Aloha Chapter’s Diversity and Inclusion Committee. The first session, held on July 25th addressed the topic of Engaging Teens in Philanthropy. Thirty-two participants attended this lively panel discussion, led by staff and teens from the Kalihi YMCA, Nuuanu YMCA, Hawaii Foodbank and Hawaii Pacific University. It was a wonderful opportunity to ask teens directly what helped engage them with organizations in philanthropy efforts. Some of their feedback: Food, fun and the knowledge that you are making a difference! (Not so very different from our adult volunteers). It was an uplifting discussion that featured teens and organizations in our local community who are partnering to do some very cool things together.

The second roundtable was held on August 14th and addressed Social Change and Progressive Philanthropy. Panelists were: Nancy Aleck, Executive Director, Hawai'i People’s Fund; Marya Grambs, Executive Director, Mental Health America of Hawaii; Kathryn Xian, Founder and Executive Director, Girlfest (Safe Zone Foundation) and Kit Grant, Director of Outreach & Development, ACLU-Hawaii. Close to twenty participants joined this thought-provoking session, which challenged our traditional thinking around philanthropy and made us look at ways that we could address a social change approach within the work that we and our organizations are currently doing.

The next roundtable discussion will take place in beginning ’09 and will be on Cultural Sensitivity and Philanthropy—Fundraising within Different Cultures. If you are working with an organization that works within a particular cultural group and are interested in being a part of this panel, please contact Monica Grant at 541-5473 or mgrant@ymcahonolulu.org

PHelps’ Ephect Enough?
By Jenny Fujita and Joy Miura Koerte

“What is the value of eight gold metals in Beijing before a prime-time audience in the U.S.?” Michael Phelps’ agent told Associated Press (AP) that would be about $100 million in endorsements over the course of Phelps’ lifetime. In the same article, AP reported that Phelps is “getting up to 50 pitches a day” but “Though all these companies are clamoring over Phelps, it’s still not clear how persuasive a pitchman he’ll be.”

John Sweeney, director of sports communication at the University of North Carolina at Chapel Hill’s School of Journalism and Mass Communication said that Phelps has “…earned this shot at a very elite tryout. And now we’ll sit back and watch.”

Breaking swimming records and winning more gold medals in a single Olympics than anyone else, won’t guarantee Phelps’ continuing fame and success outside of the pool. The same goes for businesses. If your business achieves greatness, don’t assume that other successes will automatically follow. You need to maximize your position to ensure positive results or your opportunity will be gone forever. PR planning and strategizing are key to this. To make PR work for you in these instances, first create a plan. Consider your goals, target publics, key messages, etc., and then develop tactics or specific ways to meet your...
**AFP Committee Volunteer Sign Up Sheet**

Get involved in your Aloha Chapter’s committees! We’re always looking for assistance in developing and planning our activities and events. Here is a list of chapter’s committees, duties, and the committee chairperson(s) and their contact info. Please contact the committee chairperson directly by filling out the sign up form. Your involvement will help strengthen our AFP chapter.

☐ Yes, I would like to volunteer for an AFP Aloha Chapter Committee!

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<tr>
<th>Name</th>
<th>Organization</th>
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Please return this form to AFP, Aloha Chapter by any of the following modes:

- Mail: AFP, Aloha Chapter
  P.O. Box 11899
  Honolulu HI 96828
- Fax: (808) 626-6855
- Email: admin@afphawaii.org

I would like to join the following AFP Aloha Chapter committees:

- **Membership Committee**
  Chairperson: Denice Kelikoa, CFRE
  Waikiki Community Center
  Ph: 923-1802
  membership@afphawaii.org
  Duties: Assists and solicits membership recruitment and retention. Keeps membership records updated. Assists with planning and coordination of new member activities and event(s).

- **Education Committee**
  Chairperson: Polly Kauahi, CFRE
  Hawaii Foodbank
  Ph: 836-3600 ext. 226
  education@afphawaii.org
  Duties: Develop, plan and organize chapter’s educational events. Encourages involvement of members in chapter’s programs. Provide planning, coordination and assistance at educational events.

- **Foundation Dev. Committee**
  Chairperson: Sanae Tokumura, ACFRE, APR
  Ph: 396-6070
  solidconcepts@hawaii.rr.com
  Duties: Assists with the education of members about the activities of the AFP Foundation. Assists with the chapter’s Every Member Campaign.

- **Nat’l Philanthropy Day**
  Chairperson: Travis Gray
  University of Hawaii Foundation
  Ph: 956-8769
  travis.gray@uh.hawaii.edu
  Duties: Assists in the planning and organization of the annual November event, which includes workshops, a luncheon and awards program. Works with other committees to assist and coordinate the event.

- **Resource Development**
  Chairpersons: Rob Muschany
  ASSETS School
  Ph: 423-1356 ext. 625
  rmuschany@assets-school.net
  and
  Janice Nillias, CFRE
  Sacred Hearts Academy
  Ph: 737-0400
  jnillias@liverfoundation.org
  Duties: Assists in the development and implementation of strategic plans to expand charitable support for the AFP-Aloha Chapter from corporations, foundations, and individuals.

- **Public Relations Committee**
  Chairperson: Colleen Sotomura
  Punahou School
  Ph: 944-3578
  csotomura@punahou.edu
  Duties: Assists in the development of the chapter’s public relations program. Increases exposure to the media and general public awareness about National Philanthropy Day and AFP activities. Assists in the definition of the chapter’s position on issues and implementation of chapter communications, marketing and position plans.

- **Marketing Committee**
  Chairperson: Alan Tang
  Olomana Marketing
  Ph: 550-0043
  alantang@pogas.com
  Duties: Assists in the development of the chapter’s marketing plan. Works to increase awareness to the general public about AFP, Aloha Chapter and its activities.

- **Scholarship Committee**
  Chairperson: Angie Golis-Yamamoto
  Friends of the Hawaii State Art Museum
  Ph: 536-2644
  angie@friendsofhisam.com
  Duties: Assists with the award of scholarships for selected chapter educational events. Prepares scholarship applications, reviews applications, and sends award notification letters.

- **Newsletter Committee**
  Chairperson: Connie Sizemore
  Family Programs Hawaii
  Ph: 521-9531
  CSizemore@FamilyProgramsHI.org
  Duties: Assists in the coordination of the quarterly membership newsletter. Coordinates submission of articles and other pertinent information to be published. Assists in the editing, printing and distribution process.
Say that four times really fast. Well, it doesn’t get any easier at a Sake Tasting. On September 4, 2008 nearly 30 members gathered for our New Member Reception and Sake Tasting. There were over fifteen wonderful varieties of Sake sampled. Our hosts Marukai Wholesale Mart not only provided an exquisite sake including one with gold flecks, but provided a scrumptious array of shrimp and vegetable tempura, sushi and poke. Another new find to most of us, green tea salt, which made the tempura exceptionally yummy! For those that missed the reception – please make sure to say welcome to our new members. Kanpai!

Current and new members enjoying AFP Aloha Chapter’s Sake event at the Marukai Wholesale Mart.
CONGRATULATIONS!

It is with great pleasure that we announce these recent Aloha Chapter CFRE recipients from the first half of 2008. Of note is that all our newest CFRE designees are neighbor island fundraisers! Maui and Big Island No Ka Oi!

Keawe Liu, CFRE
Lorraine S. Tamaribuchi, CFRE
Lisa M. Varde, CFRE

INTERESTED IN BECOMING A CFRE?

Here are the 2009 deadlines!

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<tr>
<th>CFRE Application Deadline</th>
<th>Postmark by</th>
<th>Re-Examination Requests must be received by</th>
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<tr>
<td>March 6 – 9, 2009</td>
<td>January 2, 2009</td>
<td>February 6, 2009</td>
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<td>June 5 – 25, 2009</td>
<td>April 7, 2009</td>
<td>May 8, 2009</td>
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<td>Oct. 30 - Nov. 21, 2009</td>
<td>August 28, 2009</td>
<td>September 25, 2009</td>
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The Certified Fund Raising Executive (CFRE) Examination is designed as a practice-based exam for practitioners to assess mastery of the six core knowledge areas. The examination consists of 225 multiple-choice questions. (25 of these questions are pre-test items and do not affect a candidate’s score.)

CFRE Test Content Outline

I. Current and Prospective Donor Research (16.5% - 33 Items)
II. Securing the Gift (18.5% - 37 Items)
III. Relationship Building (25% - 50 Items)
IV. Volunteer Involvement (10.5% - 21 items)
V. Management (20% - 40 items)
VI. Accountability (9.5% - 19 items)

To learn more on how to obtain your CFRE visit CFRE.org.

ASSOCIATION OF FUNDRAISING PROFESSIONALS
MISSION STATEMENT

AFP, an association of professionals throughout the world, advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.
AFP Aloha Chapter is committed to advancing philanthropy in Hawaii by providing quality professional development and educational resources to the fundraising community. To receive announcements about upcoming events, including scholarship opportunities, please send us an email at admin@afphawaii.org and we will add you to our contact list.

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<tr>
<th>Date</th>
<th>Time</th>
<th>Program</th>
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<tr>
<td>Thu, Oct 9, 2008</td>
<td>8:30am-1:30pm</td>
<td>How To Create The Fundraising Plan (on Kauai) Presenter: S. Sanae Tokumura, ACFRE, APR, President of Solid Concepts, Inc.</td>
<td>Lihue, Kauai Kauai Community College Technology Center Multi-Media Rm 114</td>
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<tr>
<td>Mon, Nov 10, 2008</td>
<td>9:00am-12:30pm</td>
<td>National Philanthropy Day 2008 Conference Maui &amp; Hawai’i island Mainland and local speakers on each island</td>
<td>Hilo: University of Hawai’i at Hilo Kahului, Maui: TBD</td>
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<tr>
<td>Thu, Nov 13, 2008</td>
<td>7:45am-7:00pm</td>
<td>National Philanthropy Day 2008 Conference-Oahu More than 20 professional development sessions, mainland and local speakers, Young Leaders in Philanthropy track for Hawai’i’s youth, and networking reception.</td>
<td>Sheraton Waikiki Hotel</td>
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<tr>
<td>Fri, Nov 14, 2008</td>
<td>6:30am-10:15am</td>
<td>National Philanthropy Day 2008 Celebration Keynote Speaker and Awards Luncheon</td>
<td>Sheraton Waikiki Hotel</td>
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<tr>
<td>Fri, Nov 14, 2008</td>
<td>10:30am-1:30pm</td>
<td>Keynote Speaker and Awards Luncheon</td>
<td>Sheraton Waikiki Hotel</td>
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<tr>
<td>Wed, Dec 10, 2008</td>
<td>8:00-9:30am</td>
<td>Webinar: Guerilla Tactics: Motivating Your Board and CEO to Raise More Money! Presented by Paula K. Parrish, CFRE</td>
<td>‘Iolani School</td>
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<tr>
<td>To be scheduled early 2009</td>
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<td>Roundtable: Cultural Sensitivity and Philanthropy-Fundraising within Different Cultures Brown bag lunch session presented</td>
<td>TBD</td>
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Questions? Contact Educational Programs Chair Polly Kauahi, CFRE at 808-836-3600 ext. 226 or email: education@afphawaii.org

The Fundraising Development Plan and Roundtable Discussions

Presented on Kaua’i by S. Sanae Tokumura, ACFRE, APR

Thursday, October 9, 2008
8:30am - 1:30pm
Kaua’i Community College Technology Center Multi-Media Rm 114

Hurry and register for this unique workshop by October 6, 2008. You may register by going to www.afphawaii.org or contact Jane Heimerdinger at (808) 943-2325.
Paepae Kaiaulu...
Sustaining our Community

NATIONAL PHILANTHROPY DAY®

NOVEMBER 10, 2008
KAHULUI, MAUI

NOVEMBER 10, 2008
HILO, HAWAI‘I

NOVEMBER 13 & 14, 2008
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HONORING
Outstanding Philanthropist
Outstanding Volunteer Fundraiser
Outstanding Corporation
Outstanding Small Business
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