



SNRS Board/Committee Chair End of the Year Report

Monthly reports are due on the 10th of each month. Please forward your reports to: amehan@resourcenter.com

Name of Board Member/Committee: Development

Chair: Nan Smith-Blair

Committee Members: Deborah Armstrong, Judy Alexander, Laurie Theeke, Lois Robley, Ptlene Minick, Erin Routh, Lana Brown, Thuy Lam

Update on activities:

The following plan was submitted and approved by the BOD and is in various phases of implementation.

Development Activity	Activity during 2010	Action for 2011
Mentor pins Names added to "Wall of Mentors"	<ul style="list-style-type: none"> • A picture of the pin was added to the website. • Continued maintenance of the "Wall of Mentors" • New logo being explored and will replace current logo pin. 	Maintained by management company.
Silent Auction	<ul style="list-style-type: none"> • Ptlene Minick is heading up this activity with Lois Robley. • Expanded auction items to include more art • Donation of jewelry obtained for either silent auction or raffle 	Evaluation of silent auction success and recommendations for 2012 annual meeting. Coordinate activity with Program planning committee
25th Anniversary Pin	<ul style="list-style-type: none"> • Ordered and will be sold at the conference in addition to the ones included in the 1st 400 registration promotion. 	None
Circle of Scholars (Benefactor level of giving)	<ul style="list-style-type: none"> • Invitations have been sent to all past presidents • A breakfast hosted by Marti Rice will be conducted on Saturday Feb 19th. • Evaluation following the annual meeting will be conducted for success of kickoff. 	Evaluate effectiveness and make recommendations for 2011 annual meeting.
Gala Table Sales	<ul style="list-style-type: none"> • Table sales to schools of nursing 	None



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	was instituted	
Campaign "Building a Foundation for Research Scholars forFuture "	<ul style="list-style-type: none"> • Giving plan was developed and approved by the BOD: • SIG Research Interest Group \$50-200 to specified RIG • Research Member Donations <ul style="list-style-type: none"> ○ Bronze donation- \$50-199 ○ Silver donation \$200-499 ○ Gold donation \$500-999 • Visionary Research Donation <ul style="list-style-type: none"> ○ Fellowship Circle \$1,000-2,999 (Includes Circle of Scholars members if they commit to 3 years donation) ○ Executive Circle \$3,000-4,9999) ○ Presidents Circle \$5,000-10,000 • Planned giving- explored with no current action for BOD 	<p>Announcement at 2011 annual meeting. Post on website. Evaluate methods to actively market to membership.</p>
Retiring Researchers/ Members	<ul style="list-style-type: none"> • Judy Lewis examined issues related to this area. No action taken 2010. 	<p>Explore how to "capture" retiring researchers and planned giving.</p>
Annual Campaign	<ul style="list-style-type: none"> • No action taken 2010 	<p>Develop an "aggressive" plan for giving during dues renewal.</p>
Friends of SNRS	<ul style="list-style-type: none"> • No action taken 2011 	<p>Identify corporations to approach for giving and highlight them for 2012 annual meeting.</p>
Memorial Fund	<ul style="list-style-type: none"> • No action taken 2011 	<p>Develop official method for memorial donations Develop advertising plan.</p>