



Southern Nursing Research Society Annual Board/Committee Report Form

Name of Board Member or Committee: Leanne L. Lefler, Director of Development

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Committee Members: Dr. Lenora Smith, UAB Huntsville; Kathy VanRavenstein, MUSC; Student member: Tamara Perdue, ECU

Annual Accomplishments:

1. \$30 for 30 years Campaign



- Advertised campaign through eBlasts, personal emails to members, Southern Connection Newsletter, and RINAH editorial.
- Organized contest for State with the greatest percentage of members giving to the campaign. The prize is a reserved table for SNRS at the Awards dinner.
- Contributions/donated funds this year:
 - Raffle: \$3,280
 - Silent Auction: \$1,981.40
 - Circle of Scholars: \$4,000
 - Building a Foundation: \$1,050
 - Grants & Dissertation Contributions: \$1,500
 - 30 for 30 Campaign: 180 donors = \$7,460 (based on 1100 members, is 16% participation rate).

TOTAL: \$19, 271.40

2015 total was: \$10,880

\$30 for 30 year campaign was a great success!!

2. Making Plans for 31st Annual Conference in Dallas. Plan for silent auction, raffle of Pandora Bracelet and Louis Vuitton bag. Encouraging Deans and Directors to bring items for the Silent Auction.
3. Sent out Thank you notes to all Circle of Scholar and Visionary Donors (cumulative donations in excess of \$1000). This is past and present donors.
4. Planned a Circle of Scholars Reception to invite other members to become part of this elite group, Reception on Thursday night President's Suite, Annual Conference, Dallas, TX.
 - Plan to have picture taken of Circle of Scholars Members and Visionary Research Donations (≥\$1000 donation) at the conference.
5. Authored editorial in RINAH for February edition on Culture of Health and Nursing Research.