



Southern Nursing Research Society 2014 Annual Board/Committee Report

Name of Board Member or Committee: Development

Committee Chair: Eric A. Hodges

Committee Members: Demetrius Porche, Pamela Hodges, Tracie Harrison

Annual Accomplishments:

- Had discussions with the SNRS Board of Directors, organizational advancement professionals, and Kellen Company staff to discuss fundraising strategies
- Explored funding models for other research societies
- Have begun planning for SNRS 2016 Annual Meeting
- Editorial "Affirming and Investing in Our Intellectual Community" was published in RINAH December 2014
- Circle of Scholars Contributions: \$8,165.00
- Total donations for Every Member Campaign this year: \$21,148.33 (Campaign total x 2 years: \$45,717)

Committee Goals for Coming Year:

- Diversify fundraising targets to include individuals, foundations, and corporations who are interested in supporting nursing research (but just may not know it yet!)
- Gather stories about the impact of nursing research conducted by SNRS members on individuals and communities
- Identify marketing strategies to communicate the return on investment for nursing research in order to increase sustained contributions to SNRS

Action needed, motion or policy to be approved by the Board:

- No actions identified at the Board level
- We welcome members interested in sharing their stories and expertise in marketing efforts with committee.