



Southern Nursing Research Society 2015 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:

- Continued discussions with the SNRS Board of Directors, organizational advancement professionals, and Kellen Company staff to discuss fundraising strategies
- Video production of interviews from past research grant recipients is nearly complete for posting to the SNRS website about the impact of nursing research on researchers and the individuals and communities they study.
- Editorial “Endowing the Future of Nursing Research” will be published in RINAH in 2016
- Created the 30 for 30 Campaign with the goal of having every member contribute at least \$30 this year in honor of SNRS’s 30th anniversary. Funds raised from this campaign will go toward research grants for SNRS members.
- The SNRS Endowment received: \$2565
- Building a Foundation received: \$200
- The SNRS Circle of Scholars contributed: \$1745
- The SNRS 2015 Silent Auction raised: \$2790
- The SNRS 2015 Raffle raised: \$3580

Committee Goals for Coming Year:

Goals to be determined by the new Director of Development. Goals to consider include:

- Diversify fundraising targets to include individuals, foundations, and corporations who are interested in supporting nursing research (but just may not know it yet!)
- Consider continuing to 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



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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.