Southern Nursing Research Society
Annual Board/Committee Report Form

Name of Board Member or Committee: Leanne L. Lefler, Director of Development
Email Address: L.Lefler@uams.edu
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:
     o Raffle: $3,280
     o Silent Auction: $1,981.40
     o Circle of Scholars: $4,000
     o Building a Foundation: $1,050
     o Grants & Dissertation Contributions: $1,500
     o 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!!


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.