November 9, 2016

We kicked off the $30 for 30 Campaign at our 30th Anniversary Scientific Conference in Williamsburg. What a great conference! As your Development Officer, I am asking every member two questions. The first is asking you and every member to donate at least $30 so that the Southern Nursing Research Society, can grow our grant endowment appropriations. NIH has lost 22% of its capacity to fund research resulting in fewer grants, fewer new discoveries and contributing to talented scientists leaving the research field. Unfortunately, this trend is expected to continue.

The mission of SNRS is to promote nursing research and philanthropy is a wonderful way to help us all support this mission. Rest assured that all of these contributions are specifically earmarked for the endowment and will not be used for organizational expenses. We would like to increase our grant amounts and the number of grants we offer and this small amount of money, with widespread giving, would help us in this quest. Secondly, what advice do you have that could help bring out the passion in others to answer this call? How do we stir up the passion alike that in 1986 when 60 nurses met in Atlanta to form SNRS?

We have 14 states in our Society competing for the highest percent of givers from their state. West Virginia had the early lead, and now Arkansas. Game on! We hope to be able to seat your state members at the Table of Honor during next year's annual conference in Dallas!

Please consider if you can donate at least $30 to this campaign. Please do not hesitate to contact me with your counsel.

Most sincerely,

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