

**Request #1 – Term Extension for Marketing Chair
FY 15 One Time Allocation Request**

MVP is requesting a two month term extension for the Marketing Chair from 10 months to 12 months and an increase in the weekly stipend. Currently, the Marketing Chair is paid to spend at least 12 hours per week working with MVP and we would like to request an increase in the office hours for the position to 15 hours per week. The term extension would allow MVP to maximize the planning and preparation for service events during the school year by giving the Marketing Chair ample time during the summer to work with Creation Station and get marketing designs prepared and items printed for the upcoming year. Currently, it takes approximately six weeks from the time that a request is submitted to Creation Station to have marketing designs prepared, approved, and distributed across campus. Extending this position would allow MVP to begin the marketing process as early as possible during the summer so that service events during the Fall and Spring semester are promoted in a timely manner. In addition, the Marketing Chair is also responsible for working with companies to design and purchase promotional items during the summer. In the past, these responsibilities were shifted onto board members with 12 month positions, such as the Assistant Director. Thus, extending the Marketing Chair position would not only allow us to only increase MVP's visibility across campus and promote MVP's service opportunities more efficiently, but also increase the overall effectiveness of the planning process.

The revised job duties of the Marketing Chair would include:

- Effectively market events and communicate, as needed, with UH Students, faculty, and staff.
- Create flyers, posters, and other print marketing for MVP events and meetings.
- Update all MVP social networking sites, the MVP Website, The Cougar, and Coog News, and provide the MVP Office Assistant with newsletter updates.
- Meet regularly with the Director, Assistant Director, Office Assistant, and other Chairs to identify and implement innovative marketing strategies for upcoming events.
- Attend the bi-weekly MVP Board Meeting.
- Attend, assist, and document MVP events.
- Get quotes, keep an inventory, and distribute MVP T-Shirts and giveaways.
- Assist with recruiting, selecting, and supervising up to four Marketing Co-Chairs.
- Work with graphic designers to ensure graphic quality production of promotional materials.
- Ensure marketing/advertisement is completed a minimum of two weeks prior to an event.
- Lead weekly committee meetings with co-chairs, the Graduate Assistant, Director, and Assistant Director.

Funding Request:

Two Months of FY 15 Salary:	\$933.00
Administrative Fee of 6%	\$ 56.00
Total:	\$989.00

**Request #2 – Term Extension for Marketing Chair
Base Augmentation Request**

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Funding Request:

Two Months of FY 15 Salary:	\$933.00
Administrative Fee of 6%	\$ 56.00
Total:	\$989.00

**Request #3 – On-Campus Service Events Chair Position
FY 15 One Time Allocation Request**

Over the past year, MVP has seen an increased demand from students for service opportunities on-campus. MVP's new Service Nights, which allowed students to make cards for nursing home patients and peanut butter & jelly sandwiches for the homeless, became the most successful ongoing event because it gave students an opportunity to give back to the city without leaving campus. Many students that were active volunteers last year became involved after volunteering at one of MVP's on-campus events. We believe that increasing MVP's focus on organizing additional volunteering opportunities on campus will encourage more students to volunteer their time and give back to the community. Consequently, we are requesting funding for a new 10 month stipend student leader position to oversee the coordination of MVP's service opportunities held on the University of Houston campus. The position would be 10 hours weekly and be paid a monthly stipend of \$318.75. The job duties of the On-Campus Service Events Chair would include:

- Attend MVP Board meeting, every other week, and meet with the MVP Director, Assistant Director and Advisor on a regular basis.
- Plan and oversee on-campus volunteer opportunities which may include:
 - Rock the Campus
 - MVP Service Nights
 - Community Garden
 - Plant the Pride
- Assist with recruiting, selecting and supervising two On-Campus Service Events Co-Chairs.
- Track expenses and attendance for each event.
- Work with the MVP Office Assistant to collect and maintain participant contact information.
- Work with the MVP Marketing Chair to promote events.
- Lead weekly committee weekly meetings with co-chairs, the Graduate Assistant, Director, and Assistant Director
- Collaborate with other Fee-Funded Organizations, Registered Student Organizations, and on-campus partners which may include including the Center for Student Involvement, Office of Sustainability, Plant Operations, and Director of Community Relations to organize and implement new volunteering opportunities

Funding Request:

Five Month Salary (January – May)	\$1,594.00
Administrative Fee 6%	\$ 96.00
Total	\$1,690.00

**Request #4 – On-Campus Service Events Chair Position
Base Augmentation Request**

Over the past year, MVP has seen an increased demand from students for service opportunities on-campus. MVP's new Service Nights, which allowed students to make cards for nursing home patients and peanut butter & jelly sandwiches for the homeless, became the most successful ongoing event because it gave students an opportunity to give back to the city without leaving campus. Many students that were active volunteers last year became involved after volunteering at one of MVP's on-campus events. We believe that increasing MVP's focus on organizing additional volunteering opportunities on campus will encourage more students to volunteer their time and give back to the community. Consequently, we are requesting funding for a new 10 month stipend student leader position to oversee the coordination of MVP's service opportunities held on the University of Houston campus. The position would be 10 hours weekly and be paid a monthly stipend of \$318.75. The job duties of the On-Campus Service Events Chair would include:

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- Track expenses and attendance for each event.
- Work with the MVP Office Assistant to collect and maintain participant contact information.
- Work with the MVP Marketing Chair to promote events.
- Lead weekly committee weekly meetings with co-chairs, the Graduate Assistant, Director, and Assistant Director
- Collaborate with other Fee-Funded Organizations, Registered Student Organizations, and on-campus partners which may include including the Center for Student Involvement, Office of Sustainability, Plant Operations, and Director of Community Relations to organize and implement new volunteering opportunities

Funding Request:

Ten Month Salary	\$3,188.00
Administrative Fee 6%	\$ 192.00
Total	\$3,380.00

**Request #5 – Increased Marketing Budget
FY 15 One Time Allocation Request**

MVP is requesting a \$5,300 increase in its marketing budget to more effectively reach students on campus. Over the past year MVP has tripled the number of events and volunteering opportunities offered to students from 22 in FY 2013 to 73 events in FY 2014. As an organization whose primary mission is to organize and create volunteering opportunities for students, the majority of the funds for each event are spent on marketing costs to recruit volunteers. Therefore, improved marketing will be essential to MVP's growth and success in coming years. In FY 15, MVP has already planned to further increase the number of events and volunteering opportunities provided to 100. Additional events, which would require print and digital marketing items include a week long holiday drive, new ongoing events, and theme weeks including Health and Wellness Week as well as Hunger and Homelessness Awareness Week.

In Fall 2014, MVP was able to successfully raise the number of students that participated in Rock the Campus, the annual service event hosted by MVP during which provides students the opportunity to volunteer with various on-campus service projects including a campus clean-up, landscaping, and gardening projects. The number of volunteers that participated in the event was increased to 134, more than four times the number that participated in Fall 2013. The success of this event was due in large part to an increased focus on marketing, with additional posters, yard signs, A-frames, and handbills distributed at informational tables. Likewise, we hope to increase the size and scope of other events in upcoming semesters by investing more funds in marketing for each event.

Funding Request:

Marketing for Holiday Drive	\$ 400.00
Marketing for Theme Weeks	\$1,500.00
Marketing for Service Nights	\$ 500.00
Increased Marketing & Shirts for Rock the Campus	\$1,400.00
Increased Marketing for Rock the Block	\$ 800.00
Increased Marketing for Ongoing Events	\$ 400.00
Administrative Fee 6%	\$ 300.00
Total	\$5,300.00

**Request #6 – Increased Marketing Budget
Base Augmentation Request**

MVP is requesting a \$5,000 increase in its marketing budget to more effectively reach students on campus. Over the past year MVP has tripled the number of events and volunteering opportunities offered to students from 22 in FY 2013 to 73 events in FY 2014. As an organization whose primary mission is to organize and create volunteering opportunities for students, the majority of the funds for each event are spent on marketing costs to recruit volunteers. Therefore, improved marketing will be essential to MVP's growth and success in coming years. In FY 15, MVP has already planned to further increase the number of events and volunteering opportunities provided to 100. Additional events, which would require print and digital marketing items include a week long holiday drive, new ongoing events, and theme weeks including Health and Wellness Week as well as Hunger and Homelessness Awareness Week.

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Funding Request:

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Marketing for Theme Weeks	\$1,500.00
Marketing for Service Nights	\$ 500.00
Increased Marketing & Shirts for Rock the Campus	\$1,400.00
Increased Marketing for Rock the Block	\$ 800.00
Increased Marketing for Ongoing Events	\$ 400.00
Administrative Fee 6%	\$ 300.00
Total	\$5,300.00

**Request #7 – Increased funding for Volunteer Fair
FY 15 One Time Allocation Request**

MVP hosts a volunteer fair each semester to connect students at the University of Houston with local charities and non-profit agencies that are in need of volunteers. Last year, the event had more than double the attendance when it held outdoors at Lynn Eusan Park compared to when it was held indoors at the University Center Ballroom. However, many of the organizations present complained about the heat. Consequently, we are requesting an additional \$5,300 to increase marketing for the event, purchase additional lunches for organizations, and rent 10 20'x10' tents both semesters so that the event can be held outdoors at Butler Plaza, reach a greater audience, and keep representatives from volunteer organizations satisfied so that they continue to attend the event. In Fall 2014, by purchasing tents and moving the location of the event to Butler Plaza, we were able to successfully increase the number of students that actively participated from 125 to 376 and the number of volunteer agencies that were showcased from 23 to 33. With the additional funding, we hope to continue holding the event at Butler Plaza and expanding the size of the volunteer fair to reach more students.

Funding Request:

7 10 X 20 feet tents (Fall)	\$2,040.00
8 10 X 20 feet tents (Spring)	\$2,200.00
50 Additional Lunch Boxes	\$ 260.00
Increased Marketing	\$ 500.00
Administrative Fee 6%	\$ 300.00
Total	\$5,300.00

**Request #8 – Increased funding for Volunteer Fair
Base Augmentation Request**

MVP hosts a volunteer fair each semester to connect students at the University of Houston with local charities and non-profit agencies that are in need of volunteers. Last year, the event had more than double the attendance when it held outdoors at Lynn Eusan Park compared to when it was held indoors at the University Center Ballroom. However, many of the organizations present complained about the heat. Consequently, we are requesting an additional \$5,300 to increase marketing for the event, purchase additional lunches for organizations, and rent 10 20'x10' tents both semesters so that the event can be held outdoors at Butler Plaza, reach a greater audience, and keep representatives from volunteer organizations satisfied so that they continue to attend the event. In Fall 2014, by purchasing tents and moving the location of the event to Butler Plaza, we were able to successfully increase the number of students that actively participated from 125 to 376 and the number of volunteer agencies that were showcased from 23 to 33. With the additional funding, we hope to continue holding the event at Butler Plaza and expanding the size of the volunteer fair to reach more students.

Funding Request:

7 10 X 20 feet tents (Fall)	\$2,040.00
8 10 X 20 feet tents (Spring)	\$2,200.00
50 Additional Lunch Boxes	\$ 260.00
Increased Marketing	\$ 500.00
Administrative Fee 6%	\$ 300.00
Total	\$5,300.00

Request #9 – Equipment and Marketing Items

FY 15 One Time Allocation Request

MVP is requesting \$4,558 to purchase equipment and various marketing items for FY 2015. The various items that the funds will be used to purchase are listed below.

Two MVP Table Cloths: Currently, MVP has one table cloth which displays an outdated logo and a website that does not exist anymore. We are requesting \$700 to update the design and style of our traditional table cloth to a spandex fitted table cloth. Not only will this appear more professional and eye-catching, but it will allow us to broadcast our name, our updated logo and contact information, and social media effectively to the masses.

Feather Banner and Retractable Banner Stand: MVP is requesting \$800 to purchase a feather banner and retractable banner stand with MVP's name, logo, and social media and contact information. The retractable banner stand will be light and portable enough to be used at any on campus event or table and can be easily rolled up into the base when not in use. Similarly, the feather banner would be easy to transport and install, and provide MVP with a means to market more effectively, increase visibility and name recognition on campus, and allow students to target where MVP's events are located.

Spinning Prize Wheel: After surveying our members and volunteers, we have found that informational tables throughout campus are one of the most effective tools to connect with students and increase involvement in MVP. Consequently, we have increased the number of informational tables that we will hold on campus this year to about 10 each semester. In order to make the tables more interactive and entertaining, we are requesting funds to purchase a spinning prize wheel for \$300 which the students will use to win small prizes if they follow MVP on our social media pages and sign up for the weekly newsletter. This will not only allow us to draw student's attention and recruit more volunteers for MVP at informational tables, but also to enhance some of our other events where we host games for either members of the community or students on campus such as Rock the Block, Cat's Back, organization fairs, and our tables at Cougar Carnival. In the long run, purchasing a spinning prize wheel would actually be more cost effective than renting out a wheel each time it is needed.

Snow Cone Machine and Cotton Candy Machine: For the past two years, MVP has rented a snow cone machine for Rock the Block which is used during the block party to provide snow cones for the volunteers and families in the community. Because this costs around \$100 each time the machine is rented, we believe it would be more cost efficient to purchase a snow cone machine and a cotton candy machine once for \$1,500. Having this equipment readily available would also allow MVP enhance other large scale events throughout the year including the bi-annual volunteer fair, Rock the Campus, Cat's Back, and Cougar Carnival.

Laptop: MVP continues to have difficulty with the manual event and newsletter sign-up sheets because some handwriting styles are difficult to decipher. Consequently, many interested students have missed the opportunity to enroll in our newsletter subscription or receive event updates. An investment in a laptop for \$1,000 will ensure that all of the information gathered is accurate and easily accessible. We also need to rent out a laptop for use with presentations at various meetings throughout the semester and having a laptop of our own available for use would save our organization money in the long run.

Funding Request:

Two MVP Table Cloths	\$ 700.00
Feather Banner	\$ 400.00
Retractable Banner Stand	\$ 400.00
Spinning Prize Wheel	\$ 300.00
Snow Cone Machine	\$ 800.00
Cotton Candy Machine	\$ 700.00
Laptop	\$1000.00
Administrative Fee 6%	\$ 258.00
Total	\$4558.00

**Request #10 – On-Campus Events
FY 15 One Time Allocation Request**

In order to expand the number of volunteering opportunities and events provided on campus for students, MVP is asking for a \$3,180 increase in funding. Last year, MVP created a new on-campus service event called “MVP Service Nights” which was held three times in the Fall semester and twice in the Spring Semester in Cougar Village. The volunteer event gave students the opportunity to make peanut butter and jelly sandwiches for the homeless at Star of Hope and cards for various occasions such as Halloween, Thanksgiving, and Christmas which were donated to patients in hospital and nursing homes around the city. Because the event was highly successful with an average volunteer turnout of 51 students at each event, we are continuing the event this semester and expanding the number of volunteer projects offered at each event to include making tied fleece blankets for Houston’s Homeless. As this was a new event last year, the funds for supplies were taken out of the budget from our other volunteer events and are requesting an increase in funding in order to purchase enough supplies to hold this event three times in both the Fall and Spring semester. The supplies will include bread, peanut butter, and jelly for the sandwiches, construction paper and craft supplies for the cards, and fleece for the blankets. These funds will also allow MVP to hold additional blood drives on campus, host screenings of documentaries to raise awareness about local and global issues, organize on-campus gardening and landscaping projects with UH Plant Operations, and purchase supplies for existing on-campus service events such as the community garden.

Funding Request:

Supplies for Service Nights	\$1500.00
Supplies for Gardening and Landscaping Projects	\$ 500.00
Supplies for Theme Weeks	\$1000.00
Administrative Fee 6%	\$ 180.00
Total	\$3180.00

**Request #11 – On-Campus Events
Base Augmentation Request**

In order to expand the number of volunteering opportunities and events provided on campus for students, MVP is asking for a \$3,180 increase in funding. Last year, MVP created a new on-campus service event called “MVP Service Nights” which was held three times in the Fall semester and twice in the Spring Semester in Cougar Village. The volunteer event gave students the opportunity to make peanut butter and jelly sandwiches for the homeless at Star of Hope and cards for various occasions such as Halloween, Thanksgiving, and Christmas which were donated to patients in hospital and nursing homes around the city. Because the event was highly successful with an average volunteer turnout of 51 students at each event, we are continuing the event this semester and expanding the number of volunteer projects offered at each event to include making tied fleece blankets for Houston’s Homeless. As this was a new event last year, the funds for supplies were taken out of the budget from our other volunteer events and are requesting an increase in funding in order to purchase enough supplies to hold this event three times in both the Fall and Spring semester. The supplies will include bread, peanut butter, and jelly for the sandwiches, construction paper and craft supplies for the cards, and fleece for the blankets. These funds will also allow MVP to hold additional blood drives on campus, host screenings of documentaries to raise awareness about local and global issues, organize on-campus gardening and landscaping projects with UH Plant Operations, and purchase supplies for existing on-campus service events such as the community garden.

Funding Request:

Supplies for Service Nights	\$1500.00
Supplies for Gardening and Landscaping Projects	\$ 500.00
Supplies for Theme Weeks	\$1000.00
Administrative Fee 6%	\$ 180.00
Total	\$3180.00

Summary

FY 15 One Time Allocation Requests

Title	Funding Requested
Term Extension for Marketing Chair	\$989.00
On-Campus Service Events Chair Position	\$1690.00
Increased Marketing Budget	\$5300.00
Increased Funding for Volunteer Fair	\$5300.00
Equipment and Marketing Items	\$4558.00
On-Campus Events	\$3180.00
Total	\$ 21,017

Base Augmentation Request

Title	Funding Requested
Term Extension for Marketing Chair	\$989.00
On-Campus Service Events Chair Position	\$3380.00
Increased Marketing Budget	\$5300.00
Increased Funding for Volunteer Fair	\$5300.00
On-Campus Events	\$3180.00
Total	\$ 18,149