

One-Time Request

FY 23-24

A.D. BRUCE RELIGION CENTER

Marketing

SFAC FY24 One-Time Request (b)
A.D. Bruce Religion Center

Marketing – AD Bruce Religion Center

This request is for continued support for marketing funds and the associated administrative fee for FY24. As part of the DSAES Strategic Mapping [Student Success] [Resources] [Partnerships]

We are grateful to have received this support over the last few years, we are now asking for a more permanent base augmentation. We plan to continue the marketing efforts from the previous year so that we can build upon the marketing campaigns established to support A.D. Bruce Religion Center services, programs and events.

- Continue the **Celebrate Spiritual Diversity** campaign
- Increase work with Center for Student Media
 - Ads in **The Cougar** and **CoogLife**
 - Staff/Ministry Editorial submissions
- Business Marketing via WeddingWire & The Knot
- Social Media Marketing
- Outreach
 - Campus Tabling
 - A.D. Bruce Brochure

Marketing	\$5,000.00
6% Admin	\$300.00
TOTAL	\$5,300.00