



Base Request- Marketing

A.D. BRUCE RELIGION CENTER

FY 25-26



Marketing – AD Bruce Religion Center

This request is for continued support for marketing funds and the associated administrative fee for FY26.
As part of the DSAES Strategic Mapping [Student Success] [Resources] [Partnerships]

As part of the DSA New 2023-27 Strategic Plan
Purpose: [Fostering Student Engagement]

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**
- UH Day of Remembrance
 - Campus Marketing
 - Mailed Invitations
- Social Media Marketing
- Outreach
 - Campus Tabling
 - A.D. Bruce Brochure

Marketing	\$10,000.00
6% Admin	\$600.00
TOTAL	\$10,600.00