

# A.D. Bruce Religion Center

One Time Request



FY 2022

**One Time FY22 SFAC Request Proposal  
A.D. Bruce Religion Center**

**1. Marketing – AD Bruce Religion Center**

This request is for marketing funds and the associated administrative fee for FY22.  
As part of the DSAES Strategic Mapping [P2.3]

To continue the marketing efforts from the previous year we are asking for continued support so that we can build upon the marketing campaigns established to support A.D. Bruce Religion Center services, programs and events. With continued support we would:

- Continue the **We Are Here** campaign
- Increase work with Center for Student Media
  - Ads in **The Cougar** and **CoogLife**
  - Staff/Ministry Editorial submissions
- Social Media Marketing
- Outreach
  - Campus Tabling
  - A.D. Bruce Brochure

Marketing	\$3,000.00
6% Admin	\$180.00
<b>TOTAL</b>	<b>\$3,189.00</b>

**One Time FY22 SFAC Request Proposal  
A.D. Bruce Religion Center**

**2. Programming – AD Bruce Religion Center**

This request is programming funds and the administrative fee for FY22.  
As part of the DSAES Strategic Mapping [SS2.1]

To continue implementing programs and events from the previous year we are asking for continued support so that we can continue the momentum established. The programs and events hosted by A.D. Bruce Religion Center have and will attract students and introduce them to services available in the building. While also creating new social communities for students to engage with peers. With continued support we would:

- Programs/Partnerships
  - Religious Studies Lectures
  - Moores School of Music Chapel Concert Series
  - Faith/Spirituality Speakers
  - Interfaith Speakers
- Events/Activities
  - Interfaith Dialogue Series
  - Interfaith Week
  - Meditation Program
  - Yoga Series
  - Movie Series
  - Interfaith Week
  - Weeks of Welcome
  - Summer Orientation Programs

Programming	\$8,000.00
6% Admin	\$480.00
<b>TOTAL</b>	<b>\$8,480.00</b>