

**ASMSU Supplemental and Reserve Request Sheet**

|                             |                          |                                  |                                   |
|-----------------------------|--------------------------|----------------------------------|-----------------------------------|
| Date Submitted (dd/mm/yyyy) | <u>26/01/2018</u>        | E-mail Address                   | <u>asmsuwellbeing@montana.edu</u> |
| Person Responsible          | <u>Michael Hollinger</u> | Program Responsible*             | <u>ASMSU Health and Wellbeing</u> |
| Title and Organization      | <u>ASMSU/OSE</u>         | ASMSU Director Responsible*      | <u>Michael Hollinger</u>          |
| Phone Number                | <u>(907) 394-8748</u>    | <i>*If this is a sponsorship</i> |                                   |

**Price Quoted**

|              | Vendor A          | Vendor B | Total Request | SENATE USE     | SENATE USE    |
|--------------|-------------------|----------|---------------|----------------|---------------|
| Vendor Name  | ASMSU Wellbeing   |          |               | <b>Finance</b> | <b>Senate</b> |
| Vendor Phone | (907) 394-8748    |          |               |                |               |
| Contact Name | Michael Hollinger |          |               |                |               |

| Description of Item(s) to be Purchased                   | Price       | Price | Price       | Price       | Price       |
|--|-------------|-------|-------------|-------------|-------------|
| Medical Amnesty Marketing Campaign - Physical Materials  | \$ 1,530.00 |       | \$ 1,530.00 | \$ 1,530.00 | \$ 1,530.00 |
| Medical Amnesty Marketing Campaign - Info Events         | \$ 1,100.00 |       | \$ 1,100.00 | \$ 1,100.00 | \$ 1,100.00 |
| Medical Amnesty Marketing Campaign - Social Media        | \$ 200.00   |       | \$ 200.00   | \$ 200.00   | \$ 200.00   |
| Health and Wellbeing Programming - Venue                 | \$ 1,600.00 |       | \$ 1,600.00 | \$ 800.00   | \$ 400.00   |
| Health and Wellbeing Programming - Advertising/Marketing | \$ 500.00   |       | \$ 500.00   | \$ 250.00   | \$ 125.00   |
| Health and Wellbeing Programming - Travel                | \$ 400.00   |       | \$ 400.00   | \$ 200.00   | \$ 100.00   |
| Health and Wellbeing Programming - Food                  | \$ 570.00   |       | \$ 570.00   | \$ 285.00   | \$ 142.50   |
| <b>Total</b>   | \$ 5,900.00 | \$ -  | \$ 5,900.00 | \$ 4,365.00 | \$ 4,365.00 |

Signature of Director: \_\_\_\_\_

Signature of Buyer: \_\_\_\_\_

| PAYMENT METHOD:   |                    | FOR OFFICE USE ONLY     |             |    |
|-------------------|--------------------|-------------------------|-------------|----|
| <b>On Campus:</b> | <b>Off Campus:</b> | <i>Type of Request:</i> | Yes         | No |
| Index #:          | Mailing Address:   | Finance Vote            | 7           | 0  |
| Dept. Accountant: | Contact Name:      | <b>Supplemental</b>     | Senate Vote | 18 |
|                   | Phone:             | Reserve                 |             | 0  |
|                   | Email:             |                         |             |    |

~This form MUST be submitted to the Senate Pro Tempore, who will present it to Finance Board. Upon Finance Board approval, it will be presented to Senate.  
 ~Upon Senate approval, the form will be turned into the Operations Manager, who will process the request.  
 ~ If Finance Board doesn't NOT approve this request, it is STILL presented to the ASMSU senate. It will then need a 2/3 majority to approve.  
 ~ If this is a sponsorship, an ASMSU program director must endorse and cosign.  
 ~You must present this Request to both Finance Board and Senate. Attach any pertinent information to this form.  
 ~If funds will be used to purchase from an outside vendor, add vendor info as well as purchase options from multiple vendors.  
 ~Payment takes 4-6 weeks. Do not fill out grey areas.  
 ~Please contact the ASMSU Operations Manager with any questions - 994-6865

## Proposal

**Background:** Concisely describe the background of the request.

This request serves two purposes: to provide a marketing campaign for the implementation of the medical amnesty policy and to allow for a pilot event for late night, substance free programming.

**Request:** Outline and justify the item(s) to be purchased or the amount of funding needed.

1) Medical Amnesty Marketing Campaign. A) Physical Materials. To effectively reach the student body ensuring their understanding of alcohol policy, a robust marketing approach must include tangible items. These tangibles are to include banners, brochures, flyers, pins/wristbands/shirts, etc. By utilizing these items, we will be able to physically brand our message and ensure students make personal contact with the idea. B) Outreach/Info Events. These events will directly facilitate conversations between students and ASMSU/OSE staff. The message will be precisely relayed to students allowing for questions, comments, and feedback. Furthermore, a successful event would help bridge the gap between the student government and student body. These events would also allow for giving the items from part A to the student body. Additionally, the funds would allow for food items to be provided at the events. C) Social Media. Social media outreach would have a profound effect on the success of spreading the news regarding medical amnesty. 2) Health and Wellbeing Programming. A) Venue. The purpose of the venue for these events is to provide a fun, safe, and healthy environment for students to socialize in. The venue would be providing a dynamic experience in a place/location students do not always have the chance to explore. B) As ASMSU Health and Wellbeing is a new position, marketing/advertising both the mission and the position is critical to its success. Part of this is successfully advertising for events. This portion of the funding request is paramount to ensuring meaningful student engagement. C) Travel. A main aspect of this initiative is to provide free to low cost programs for students to attend. As such, it is important to allocate cost for travel. D) Food. This would help enhance the socialability factor of the event.

**Impact and Implementation:** Please detail the impact to the program(s) or student constituencies the request will benefit, lifetime of item(s) to be purchased, as well as who is responsible for overseeing the use of the funds, if approved.

1) Medical Amnesty Marketing Campaign. By reaching out to students regarding their rights under medical amnesty and educating them about the policy, will have profound effects on student safety and wellbeing. Students in Residence Life to Greek Life, Off-Campus and Athletics will all benefit from understanding this policy. The benefits of this campaign will be longlasting and impactful. The ASMSU Health and Wellbeing director will oversee the funds. 2) Health and Wellbeing Programming. This program would provide a safe and fun alternative to drinking/partying for underage students on high risk nights. Particularly on-campus students would likely make a significant portion of the attendees. Regarding the lifetime of items, there are two ways to consider this. First, the lessons students learn, the friends they meet, and the experiences they make will shape who they are for years to come. Second, by holding fun and engaging events, ASMSU/OSE's image will be further bolstered and Health and Wellbeing will be able to directly interact with students. Oversight of funds will be the ASMSU Health and Wellbeing director.