

SENATE BILL #2786



TITLE: Funding for the Marketing and Promotion of New Student Organizations

DATE INTRODUCED: February 8, 2022

AUTHOR: Senator Castronovo

SPONSORS: Senators Ewalt, Laverell and Rhymes

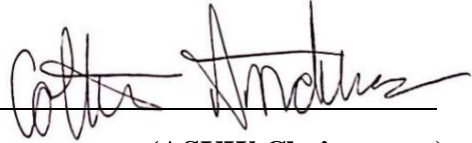
1. WHEREAS, the purpose of the Associated Students of the University of Wyoming
2. (ASUW) is to serve our fellow students in the best manner possible; and,
3. WHEREAS, the University of Wyoming has seen an increase in the amount of student
4. organizations over the previous year; and,
5. WHEREAS, marketing and promotional materials can become expensive for
6. new student organizations trying to increase their membership numbers; and,
7. WHEREAS, these newly founded or reinstated student organizations currently need to
8. use their own funds to increase awareness of their student organizations.
9. THEREFORE, be it enacted by the Associated Students of the University of
10. Wyoming (ASUW) Student Government to allow the Student Organization Funding
11. Board (SOFB) to create available grants for new student organizations to utilize for
12. the marketing and promotion of the student organization; and,
13. THEREFORE, be it further enacted that the SOFB allocate up to five thousand dollars
14. (\$5,000) of their total yearly budget towards the grants; and,
15. THEREFORE, be it further enacted that the ASUW Finance Policy be amended to
16. reflect the changes outlined in Addendum A; and,
17. THEREFORE, be it further enacted that these changes take place at the beginning of
18. Fiscal Year 2023.

Referred to: Student Organization Funding Board; Program and Institutional Development;

Budget and Planning

Date of Passage: February 15th, 2022

Signed:



(ASUW Chairperson)

“Being enacted on February 15th, 2022 **, I do hereby sign my name hereto**

and approve this Senate action.”


ASUW President

Addendum A

ASUW Finance Policy

Section 3.15 Allocations for the Creation of New Students Organizations

1. SOs wishing to receive funds for marketing and promotional materials may apply to the SO Funding Board. SOs may only receive \$200.00 for marketing and promotional materials for new SOs.
 - a. A “new” SO is defined as the creation of a SO not seen on campus before or the reactivation of a previous SO that has been inactive for a period of three (3) academic semesters, not including J-Term or Summer semesters;
 - b. A total of up to twenty-five (25) grants will be awarded, over both the Fall and Spring semesters, to SOs on a first come, first served basis.
2. All SOs need to be registered with the Student Organizations and Entertainment office, following the requirements set forth by the Student Organization Handbook.
3. All applications must be submitted to the SO Funding Board alongside a business plan for the SO
 - a. A “Business Plan” is a schedule/plan for the SO of upcoming events meant to promote the newly formed SO;
 - b. Events/Promotional activities must occur within thirty (30) to forty-five (45) days of receiving funding.
 - i. Exceptions to this policy may be considered by the SO Funding Board.
 - ii. All funding not used within these 45 days shall be returned to the Student Organization Funding Board, at their discretion
4. Funds received must go towards the purchasing of marketing and promotional materials such as:
 - a. Posters;
 - b. Flyers;
 - c. Banners;
 - d. Social Media Promotions;
 - e. Food;
 - i. A designation of up to \$50.00, of the total \$200.00, can be provided to the officers of the new SO for the purpose of purchasing food for promotional purposes;
 - f. Miscellaneous items.
 - i. These items are those not expressly given by the above and are at the discretion of the SO Funding Board as appropriate usage of funds.
5. All SOs receiving funding will have a ledger created by the SO Funding Board alongside the Director of Finance and Student Organizations to aid record keeping and budgeting for the new SO.

6. SOs who have received previous funding from the SO Funding Board and have become inactive, must wait a period of four (4) full academic semesters, not including J-Term and Summer semesters, before being able to apply for the grant again.
7. SOs who spend over the \$200 allocated amount on marketing and promotional materials will be charged in accordance with the ASUW Finance Policy Article 4, Section 4.01, and 4.02.