

# UNIVERSITY of HOUSTON

## STUDENT GOVERNMENT ASSOCIATION

### Coogs Vote Campaign/Presidential Elections

#### One-Time Request D | FY 25

SGA has historically held extensive voter registration and get-out-the-vote efforts every year, which have involved both internal and external campus partners in engaging the student body in voting, civic engagement, and education on the importance and function of voting and civic outreach. SGA has especially served as the primary conduit on campus for student voter registration and deputization during presidential election years.



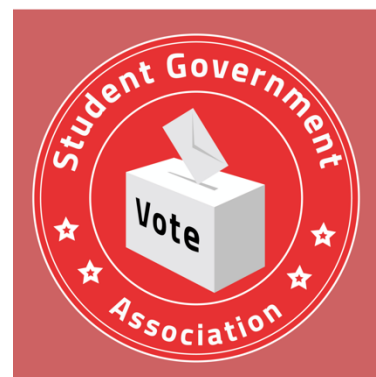
#### One-Time Allocation FY25: Coogs Vote Campaign/Presidential Elections

SGA is requesting \$7,420 to cover the cost of hosting a regional voter conference to promote student and voter engagement. This conference will include guest speakers, multiple civic engagement partners, and collaboration through campus departments. The funds would go

towards marketing and outreach materials for get-out-the-vote pledge cards and “Coogs Vote” campaign merchandise to distribute to the student body. In addition, extensive tablings and classroom visits with the SGA Ambassadors will be done, in which educational materials, pamphlets, merchandise and general information on candidates, policies, propositions, and other relevant ballot information will be communicated, in addition to onsite voter registration taking place.

#### Benefits:

1. **Foundational Engagement**—involvement in both local and national election efforts to build connection between students and the items they are voting for on the ballot.
2. **Partnerships**—Collaboration between prominent campus RSO’s and UH departments will build long term connections for more collaborations to flourish in future years both on campus and in the Greater Houston community.
3. **Ballot Knowledge**—more informed voters and purpose behind the importance of voting (which will invariably increase youth voter turnout).



**Cost:**

Price of Event	\$7,000
<u>Admin Fees (6.0%)</u>	<u>\$420</u>
<b>Total Cost</b>	<b>\$7,420</b>