

# University Advancement

## Goal 7 - Generating Private and External Support

**State support makes Fresno State a very good university. As state funds comprise a smaller portion of the university's budget, it will be private support that will make us great.**

- ❖ *Develop a culture of philanthropy to support the university's mission*
  - Continued stewardship and cultivation events: the Pinnacle Dinner, Donor Recognition Event, President's Forum, online Honor Roll, Roundtables.
  - Continued ongoing and additional mailings: annual fund, President's Fund, year-end planned giving mailing, promotions for charitable gift annuities, year-end email holiday greetings with on-line giving pitch.
  - Continued emphasis on alumni Life Membership Campaign, increased life members 25% over previous year.
  - Endowment reports for donors/stewards continue to be a huge success.
  
- ❖ *Plan and undertake a comprehensive campaign to generate private, state, and federal support for the priorities identified in the strategic plan*
  - The Campaign for Fresno State went public on May 30, 2009, standing at \$132 million and announced a goal of \$200 million. The University became the only campus in the CSU to move into the public phase of a campaign.
  - Campaign highlights include:
    - A \$29.4 million cash gift to the College of Agricultural Sciences and Technology from Dee Jordan resulted in the naming the college. The largest single cash gift in the history of the CSU.
    - Raised \$53.4 million in cash and pledges for the academic year, the highest single-year total in the history of Fresno State.
    - Fundraising total was second highest in the CSU, and 10<sup>th</sup> highest of all public and private universities in California.
    - Over 21,000 donors have contributed so far, many of them multiple times.
    - DPS Telecom makes \$100,000 gift to support engineering projects.

➤ *Set a clear and consistent vision for Fresno State's image and reputation among the key constituencies of the university and establish a dramatic and memorable identity for the campus*

- Provided effective public relations counsel, communications planning and media relations for a series of high profile events, including:
  - The Campaign for Fresno State
  - Table Mountain Rancheria Tower dedication.
  - Placed stories with regional, national, and international newspapers, Web sites, magazines, and journals. Most significant was placement with AP of item about Capt. Sullenberger's lost Fresno State book; positive story was picked up by hundreds of news outlets around the world.
  - Developed new Campaign Communications Web site and new Foundation Web site.
  - Inaugurated social media outreach for FresnoStateNews.com with Twitter and Facebook.
  - Published two issues of Fresno State Magazine and a transition in Spring issue to limited print/expanded Web version.
  - Produced Foundation 75th anniversary book.
  - CASE District VII Gold Award for First Generation Stories publication.
  - University Communications staff won ten Public Relations Society of America (PRSA) awards, including the professional of the year award for Jill Wagner, Campaign Communications Director.
  - Won 9 PRSA image awards which include:
    - ✓ Awards of Excellence in online publications went to the Alumni Association and University Communications
    - ✓ Awards of Excellence in the Magazine category
    - ✓ Awards of Merit were presented in the following categories:
      - ◆ Branding and logo development - IamFresnoState
      - ◆ Brochure – Fresno State View Book, Bulldog Foundation Fund Brochure
      - ◆ Special publications – “First Generations Stories”
      - ◆ Video – “Best of Fresno”
      - ◆ Writing

❖ *Ensure the communication of the university's image through an institution-wide program of branding and marketing*

- Provided increased communications support for the Comprehensive Campaign

- Promoted the “Fresno State - Powering the New California” theme in speeches, the Web, printed materials, campaign materials and especially in our first major advertising effort. Campaign communications division created:
  - ✓ 4 newspaper ads ran in The Fresno Bee (16,408,200 readership impressions)
  - ✓ 1,051 different radio spots that aired on various radio stations, including KMJ, KVPR and KSKS (53,762,920 listener impressions)
  - ✓ Television spots aired 159 times on local stations and cable stations (9,055,576 viewer impressions) including the “I am Fresno State” winning student video.

❖ *Promote and enhance programs and services on campus that have the potential to attract private support*

- **The Call Center.** Annual giving phonathons have been a start-and-stop operation historically at Fresno State. For the past few years the program was outsourced to Directline Technologies, Inc. (DTI). It was costly, but it was necessary to stay in touch with alumni who otherwise didn't hear from the university. Funds raised went into the general Fresno State Fund.

With RuffaloCODY taking over the phoning program, providing an on-site manager, hiring and training the student callers, supplying hardware and software, scrubbing and segmenting our data, and working closely with our director of annual giving, we have been able for the first time in years to provide discretionary funds to the deans. Emails and phone numbers have been added to our database and we will continue to see improvements. We provide the highest paying student jobs on campus and are contacting alumni who haven't heard from us in years. We've also been successful in raising funds from parents and friends of the library.

## ***GOAL 7 – GENERATING PRIVATE AND EXTERNAL SUPPORT***

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AS STATE FUNDS COMPRISE A SMALLER PORTION OF THE  
UNIVERSITY'S BUDGET, IT WILL BE PRIVATE SUPPORT THAT WILL  
MAKE US GREAT.

# *Develop a Culture of Philanthropy to support the university's mission*

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