

# GOAL 7 – GENERATING PRIVATE AND EXTERNAL SUPPORT

## University Advancement

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

- Advanced the “family campaign” among campus leaders
- Conducted stewardship and cultivation events: the Pinnacle Dinner, Donor Recognition Event, President’s Forum, online Honor Roll, Roundtables.
- Conducted 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.
- Launched the alumni Life Membership Campaign; resulting in 106 new members and \$52,800 to date
- Produced new endowment reports for donors/stewards
- Initiated a new annual fund Call Center in refurbished space in the Lab School
- Added to Heritage Society membership and convened the Planned Giving Advisory Committee.

# Plan and undertake a comprehensive campaign to generate private, state, and federal support for the priorities identified in the strategic plan

- With university leaders and volunteers, passed the \$75 million campaign mark with confidence of reaching the \$100 million nucleus fund goal before the December 31, 2008 deadline.
- Campaign highlights include:
  - A \$10 million gift from Table Mountain Rancheria for the Henry Madden Library
  - A \$3.5 million gift from campaign co-chairs Jan and Bud Richter for the Center for Community Engagement and Civic Learning
  - The naming of the Rue and Gwen Gibson Farm Market through a \$2 million gift from their daughter, Joyce
  - Dennis and Cheryl Woods named the music building theater
  - A \$2 million gift from the Boeing Company endowed the Husband-Boeing Honors Scholarship program in engineering
  - The William Lyles family pledged \$10 million for the Lyles College of Engineering

*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
  - The President's address to the campus community at both the fall and spring faculty/staff assemblies
  - Media coverage and tours of the new Henry Madden Library
  - Production and PR support for Best of Fresno Awards event
  - Rue and Gwen Gibson Farm Market naming, dedication and numerous product/event stories
  - Continued work to highlight major developments in campus Master Plan the university magazine and media stories
- Successfully placed positive campus stories with national media, such as The Chronicle of Higher Education, Wall Street Journal, New York Times, CNN Money, Diverse Education magazine, Architectural News magazine and NPR; international coverage includes India Post, AllAfrica.com, Courier Mail (Australia) and FreshPlaza (The Netherlands). Numerous placements were in regional and local outlets, which advance the strategic goals of the university.

*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 - cont'd*

- Significant expansion in the distribution of fall 2007 issue of Fresno State Magazine to 131,000 copies. Spring 2008 distribution was 71,000. This year Public Relations Society of America (PRSA) presented the magazine its Award of Excellence among other awards received for projects produced by our staff.
- Created and launched the web site for University Advancement and the e-Advocacy web site.
- Produced 175+ individual publications and new media projects.

## *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:
  - 41 newspaper ads which ran in The Fresno Bee (16,408,200 readership impressions)
  - 40 different radio spots that aired on various radio stations, including KMJ, KVPR and KSKS (53,762,920 listener impressions)
  - Four different television commercials that aired 986 times on local stations and cable stations (9,055,576 viewer impressions). In addition, the TV spots were provided to the Athletics Department, which showed them at sporting events and had them aired during televised athletic events, many of them nationally.

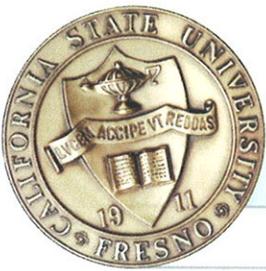
## *Ensure the communication of the university's image through an institution-wide program of branding and marketing – cont'd*

- Branded the Alumni Association with the community by participating as the charity recipient for Fresno Magazine's Best of Fresno Event. We raised over \$12,000 for student scholarships in one night
- Updated the award-winning Bulldog Byte with a brand new banner and new sections including Entrepreneur Spotlight and Bulldog Pride
  - Assigning a person full time to government relations has allowed the university to become more responsive to the initiatives of the Chancellor's Office, has allowed the timely implementation of the e-Advocacy program, made it possible to reinvigorate the University Ambassadors program and generally made it possible for the university to become much more strategic in its advocacy efforts.

*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 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.



# FRESNO STATE

## POWERING THE NEW CALIFORNIA

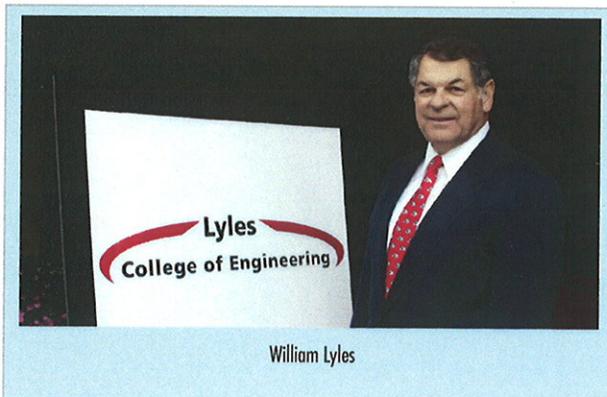
*Fresno State successes are transforming the university and the region*

Donor support is steadily and significantly strengthening Fresno State, preparing the university and its graduates to improve the region's economy and its people's health while preserving precious resources and providing leadership on other vital Valley issues.

Donors' investment in Fresno State allowed the university to surpass its \$100 million goal to create the Campaign for Fresno State's nucleus fund, which totaled more than \$102 million in gifts and pledges by Dec. 31, 2008.

Fresno State President John D. Welty said the inflow of major gifts helps Fresno State remain on the leading edge of innovation, conducting research and providing educational services that will transform the region, where more than 21 million people will live by mid-century.

Because its characteristics of diversity, geography, economic circumstance, rapid growth, challenges and opportunities are very different from the rest of the state, this region served by Fresno State is known as the New California.



A \$10 million gift from William Lyles, his family and companies to engineering prompted the naming of the college to the Lyles College of Engineering, which was approved by California State University trustees in 2008.

Lyles family members are longtime supporters of Fresno State and the family name already graces the Lyles Center for Innovation and Entrepreneurship, a launching pad

for regional businesses. The Lyles Center has become a cornerstone of the effort to make the Valley more attractive to new, higher-paying industries.

The Lyles gift to Fresno State's engineering program will be matched by \$10 million in support gathered by the university for the Lyles College in the coming years. The total impact could be \$20 million for the college, which will provide highly trained graduates to work in the region's new businesses.

Former Fresno State student-athletes are giving back through philanthropic commitments to athletics. Terance Frazier's \$100,000 gift to the Bulldog Foundation supports the athletics operating budget.



Terance Frazier

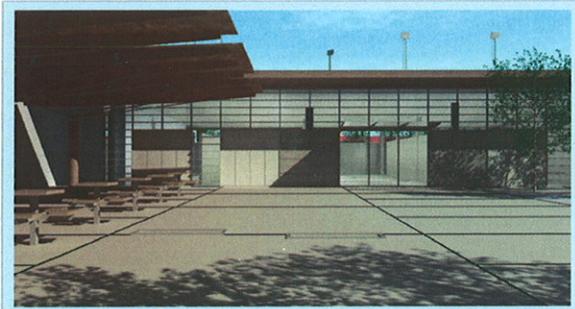
Frazier played baseball for the Bulldogs in 1988-89 and was a member of the team that played in the 1988 College World Series. Frazier's four-year professional baseball career included play with the Oakland A's, after which he returned to Fresno to begin a career in real estate and other business ventures.



Cory Hall

Cory Hall, who played football for the Bulldogs from 1995 to '98, made a \$100,000 gift to the Bulldog Foundation for Athletics Department operations.

Hall was a third-round draft pick by the NFL's Cincinnati Bengals in 1999 and started every game at strong safety while earning All-Pro honors as a rookie. Hall joined the Atlanta Falcons in 2003, retiring after two more seasons. He became the owner of two construction companies that have developed and sold properties throughout Florida and Georgia and founded New Beginnings, a nonprofit organization for families that need housing, jobs and transportation.



Artist's conception of future Sports Medicine Center

Fresno State athletics received the largest philanthropic gift in its history when Marvin Meyers made a \$2 million commitment from the Meyers Farms Family Trust as the lead gift to design and construct a state-of-the-art sports medicine center to serve student-athletes.

The sports medicine center is a key component of the master plan at the hub of a Student Athlete Village. The center will provide space for physician examinations, world-class rehabilitation equipment and offices for the growing Fresno State sports medicine staff.

Alumna Malinda Pennoyer Chouinard, founder of Patagonia outdoor clothing and gear with her husband, Yvon, established a \$100,000 Patagonia Scholars Program at Fresno State. It pays for class fees, housing, books and meals for students in science and mathematics, particularly environmental sciences, and is renewable for up to three additional years. Preference is given to students whose efforts and activities demonstrated interest in African-American or Native American cultures.



Malinda Chouinard

Malinda Chouinard received the California State University's honorary degree of Doctor of Humane Letters in 2007. At Fresno State, she earned a bachelor's degree in art in 1969 and a secondary teaching credential in 1970.

She married in 1970 and the Chouinards founded Patagonia, which revolutionized mountain climbing clothing by making garments with synthetic pile fabric that insulates without absorbing moisture. Now, these fabrics are made from 100 percent recycled materials.

## Campaign Highlights

- A bequest from an anonymous donor established the Hans and Anna Beck Endowment. The \$6 million endowment provides full scholarships for students.
- Ray Steele Jr., an alumnus and former Fresno Bee president and publisher, and his wife, Mary Lou, made a donation to the Department of Mass Communication and Journalism that added 20 iMac computers for student use in a laboratory. Steele has pledged to help raise additional money and has volunteered time that gives students invaluable insights as they prepare for journalism careers.
- The Coleman Foundation has made commitments exceeding \$600,000 since the campaign's inception, supporting the Lyles Center for Innovation and Entrepreneurship. Coleman funds support faculty fellowships to develop and teach courses that incorporate entrepreneurship and support the Coleman Chair in Entrepreneurship.
- University and community volunteers and benefactors Jan and Bud Richter pledged \$3.5 million to support the efforts of the Center for Community Engagement and Service-Learning, which now bears their names. The Richters' gift has helped the center expand its efforts in promoting the value of community service and service-learning to faculty, staff and students.
- The Arena Theatre on campus was renamed the Dennis and Cheryl Woods Theatre to recognize their \$250,000 donation that triggered a matching gift from the Harry C. Mitchell Trust for cultural advancement. Students benefit from state-of-the-art lighting and sound systems and from improvements to the green room and makeup area. Audiences sit on recovered seat cushions in the region's newest theatrical venue.

THE *Campaign* FOR  
**FRESNO STATE**  
POWERING THE NEW CALIFORNIA

[www.supportfresnostate.com](http://www.supportfresnostate.com)