

Building Relationships Through Storytelling!

Relationships Matter

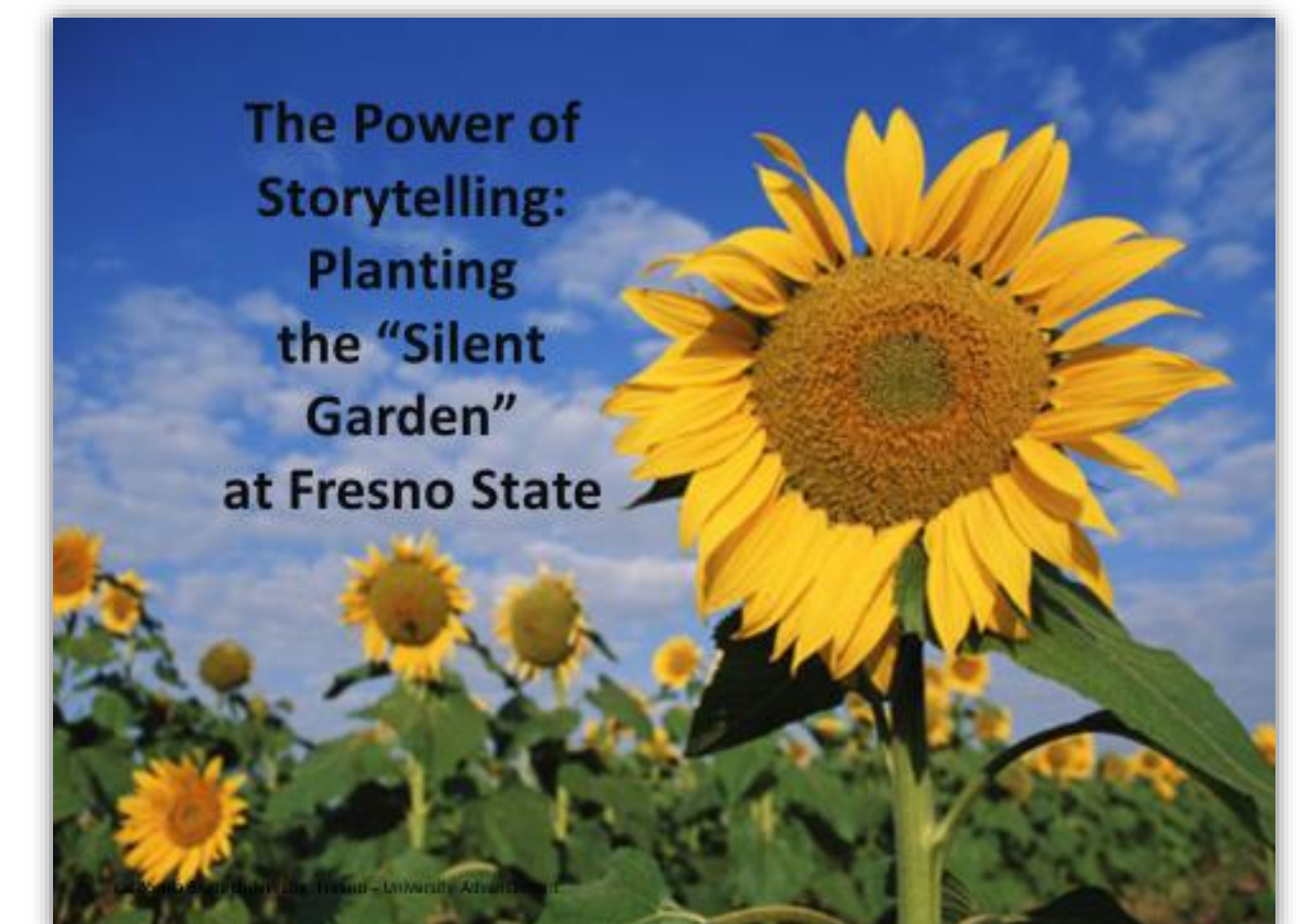
"I'm still in contact with my former professors and now I have a desire to give back." – Fresno State Graduate

"The department went out of their way to help. I am now a professor at another university and I try to emulate them every day" – Fresno State Graduate

"When communication succeeds, it unlocks the potential of the relationship, the ideas pour out, build upon each other and dreams to come true." – Fresno State Faculty



Storytelling: More Than a Resume



Partnering with Development to Create Magical Realities

Private support helps ideas, dreams and concepts take shape and become a reality. In the 2015/16 academic year:

- Over \$3,000,000 in student scholarships were awarded from 512 Foundation endowments.
- 128 Foundation accounts provided nearly \$2,400,000 in support to faculty, programs, and projects.



- Start close to home
- Connect - Empathy matters
- Create authentic relationships
- Explore YOUR world, YOUR way

We are More Than Our Resume: Storytelling!

- Personal: simple, truthful, valid and engaging.
- Immerse the audience.
- Create suspense or drama.
- Show, don't tell: Make it real.
- Add a S.T.A.R. (Something They'll Always Remember).
- Positive take-away or call to action.

California State University, Fresno – University Advancement

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