

Fresno State's first-ever

DAY of GIVING

was a big success thanks to you.



11.2.17

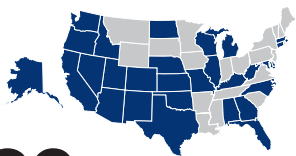


3 countries

Total hashtag use:

2,858

(#FresnoStateDOG and #FeedTheDOG)



29 states

Total facebook reach:

354,868+

(From Fresno State accounts)

165
social media
ambassadors



Total twitter impressions:

23,381,221

(That's 23 MILLION eyes on tweets with hashtags
and we were trending on twitter all day)

Total raised:

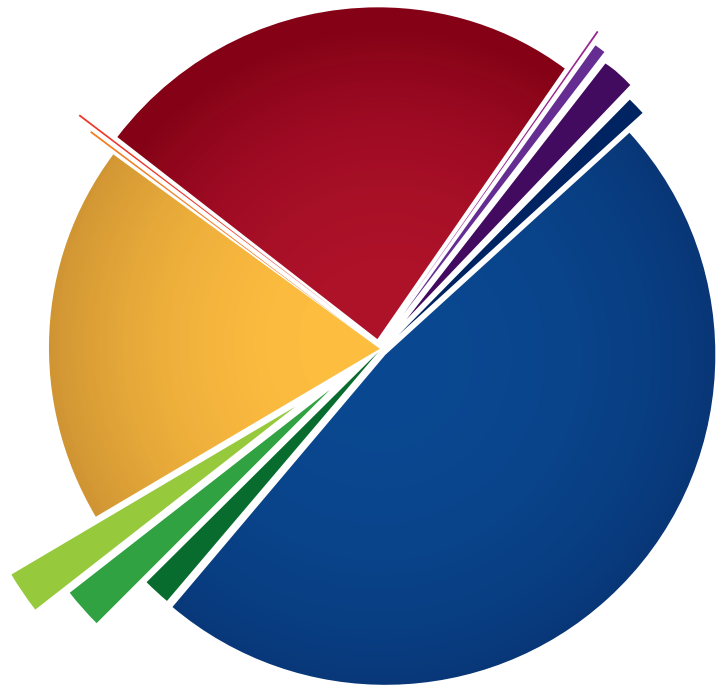
\$424,755.21



Donors by...

Primary Donor Type*

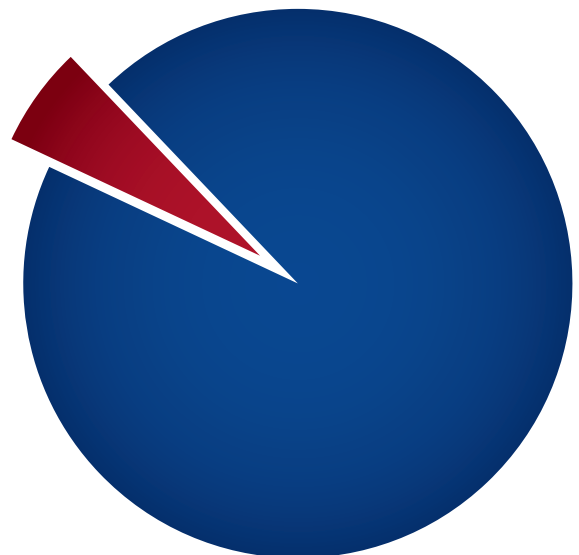
538	Alumni
15	Alumni Non Grad
22	Corporation
23	Current Student
210	Faculty/Staff
1	Foundation
1	Foundation - Private
278	Friend
1	Family Trust
6	Parent - Current Student
18	Past Faculty Staff
10	Past Parent
1,123	Total Unique Donors



* Donors can fall into multiple donor type categories. Primary donor type is based on a predetermined hierarchy. Alumni is the primary donor type for Faculty/Staff who graduated from Fresno State. Donor count is unique.

Current Faculty/Staff and Students

366	Faculty/Staff
23	Current Student
389	Total



Challenge Outcomes

Daily Challenge Results

Based on percent of donors per college/unit.

Ranking	College/Units	Bonus Amount	Donor Count by College/Unit**
1	College of Arts and Humanities	\$8,397.07	172
2	Athletics	\$8,348.25	171
3	Kremen School of Education	\$6,493.08	133
4	Craig School of Business	\$5,907.24	121
5	Alumni Association	\$5,174.94	106
6	Division of Student Affairs and Enrollment Management	\$3,954.43	81
7	College of Social Sciences	\$3,807.97	78
8	Jordan College of Agriculture Sciences and Technology	\$3,026.85	62
9	Lyles College of Engineering	\$2,929.21	60
10	Henry Madden Library	\$2,782.75	57
11	College of Science and Mathematics	\$2,441.01	50
12	College of Health and Human Services	\$2,245.73	46
13	Graduate Studies	\$2,001.63	41
14	Fresno State Central Funds	\$1,708.71	35
15	Division of Continuing and Global Education	\$781.12	16
Total Daily Challenge Bonus*		\$60,000.00	1,229

**\$60k bonus monies based on % of donors per college/unit*

***Donors who donated to multiple colleges/units are counted uniquely in each college/unit*

Challenge Outcomes

Hourly Challenge Results

Challenge	Hour	College/Unit	Bonus Amount
First Gift	Midnight	Alumni Association	\$1,000
Facebook Comment	7 a.m.	College of Arts and Humanities	\$500
Twitter	8 a.m.	Student Affairs	\$500
Donor Power Hour	9 a.m.	College of Arts and Humanities	\$2,000
Ambassador	10 a.m.	Athletics	\$500
Bulldog Pride Selfie	11 a.m.	Alumni Association	\$2,500
Facebook Comment	1 p.m.	Lyles College of Engineering	\$500
Donor Power Hour	2 p.m.	College of Arts and Humanities	\$2,000
Tweet	3 p.m.	Lyles College of Engineering	\$500
Most Donors	4 p.m.	Kremen School of Education	\$1,000
Farthest	5 p.m.	Alumni Association	\$500
Tweet	6 p.m.	College of Social Sciences	\$500
Ambassador	7 p.m.	Athletics	\$2,000
Last Gift	Midnight	College of Science and Mathematics	\$1,000
Total Hourly Challenge Bonus			\$15,000

You made the campaign the most successful in the CSU system!

Thank you for your investment in Fresno State.

Gift by College/Unit by Initiative

College/Unit	Initiative	Amount	Gift Count
Fresno State Central Funds			
	Fresno State Annual Fund	\$2,202.00	15
	President's Circle - \$1,000+	\$11,448.00	18
	Other	\$300.00	3
		\$13,950.00	36
College of Arts and Humanities			
	Dean's Scholarship Endowment	\$1,975.00	4
	Dean's Council Annual Fund	\$14,238.10	108
	Other	\$15,795.00	74
		\$32,008.10	186
College of Health and Human Services			
	EDGE Ropes Course	\$135.00	4
	Community Health Mobile Unit	\$670.00	14
	Student Success	\$1,360.00	23
	Other	\$1,040.00	8
		\$3,205.00	49
College of Science and Mathematics			
	Student Research	\$2,625.00	39
	Downing Planetarium	\$5,103.00	5
	Other	\$1,230.00	9
		\$8,958.00	53
College of Social Sciences			
	Jewish Studies	\$7,851.00	40
	American Humanics	\$390.00	6
	Student Internships and Experiences	\$2,625.00	28
	Other	\$785.00	11
		\$11,651.00	85

Gift by College/Unit by Initiative

(Continued)

College/Unit	Initiative	Amount	Gift Count
Craig School of Business			
	Community Partners and Business School Supporters	\$22,808.00	51
	Lyles Center for Innovation and Entrepreneurship	\$2,695.00	30
	Innovative Learning Environments	\$69,430.00	31
	Other	\$10,625.00	20
		\$105,558.00	132
Kremen School of Education			
	Fresno Family Counseling Center	\$3,065.00	57
	Bi-Lingual Preschool Education	\$1,150.00	26
	Next Generation Education Initiative	\$6,630.00	35
	Other	\$8,045.00	31
		\$18,890.00	149
Jordan College of Agriculture Sciences and Technology			
	Dean's Fund for Excellence	\$7,608.33	15
	The Farm Fund	\$3,618.34	28
	Ag One Scholarships	\$2,050.00	23
	Other	\$1,208.33	5
		\$14,485.00	71
Lyles College of Engineering			
	Student Center at Engineering East	\$1,845.00	28
	Student Research Projects	\$5,770.00	12
	Student Success Fund	\$1,685.00	15
	Other	\$2,225.00	8
		\$11,525.00	63
Alumni Association			
	Victor E. Bulldog	\$4,120.00	42
	Annual Fund	\$3,500.00	25
	Other	\$7,335.00	51
		\$14,955.00	118

Gift by College/Unit by Initiative

(Continued)

College/Unit	Initiative	Amount	Gift Count
Athletics			
	Bulldog Scholarship Fund	\$10,920.00	75
	Student-Athlete Fund for Excellence	\$26,004.11	43
	Student-Athlete Nutrition	\$4,926.00	37
	Other	\$108,845.00	33
		\$150,695.11	188
Division of Continuing and Global Education			
	Veterans Education Program	\$355.00	10
	Study Abroad	\$120.00	5
	Osher Lifelong Learning Institute	\$160.00	4
	Other	\$4,000.00	1
		\$4,635.00	20
Graduate Studies			
	General Fund	\$1,520.00	32
	Research	\$310.00	14
	Other	\$0	0
		\$1,830.00	46
Library			
	Teacher Resource Center	\$1,350.00	10
	Student Technology Lending Program	\$740.00	16
	Dean's Programming Fund	\$5,700.00	16
	Other	\$3,170.00	16
		\$10,960.00	58
Student Affairs			
	Student Success Fund	\$15,095.00	36
	Other	\$6,355.00	52
		\$21,450.00	88
Totals		\$424,755.21	1,342