

Fresno State's first-ever

DAY of GIVING

was a big success thanks to you.



11-2-17

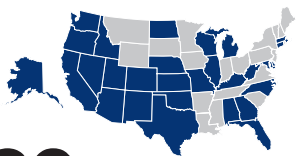


3 countries

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:

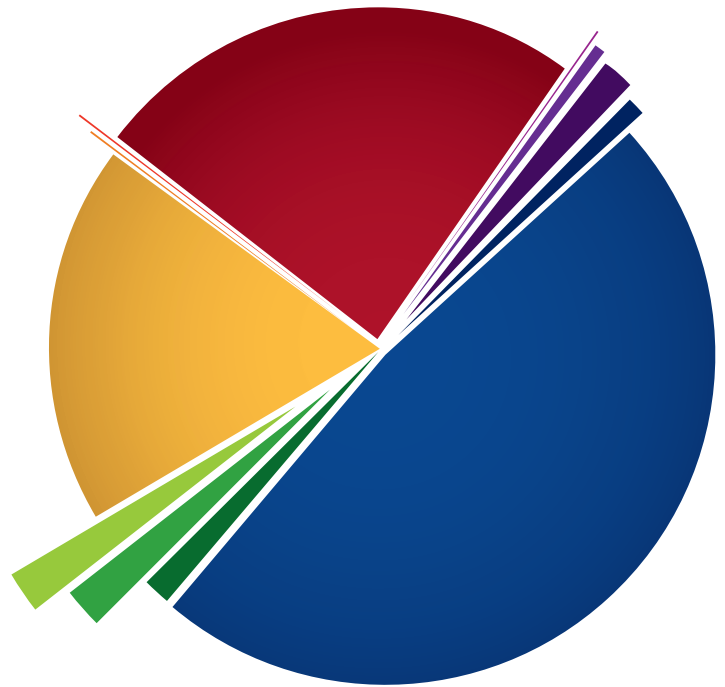
\$424,755.21



Donors by...

Primary Donor Type*

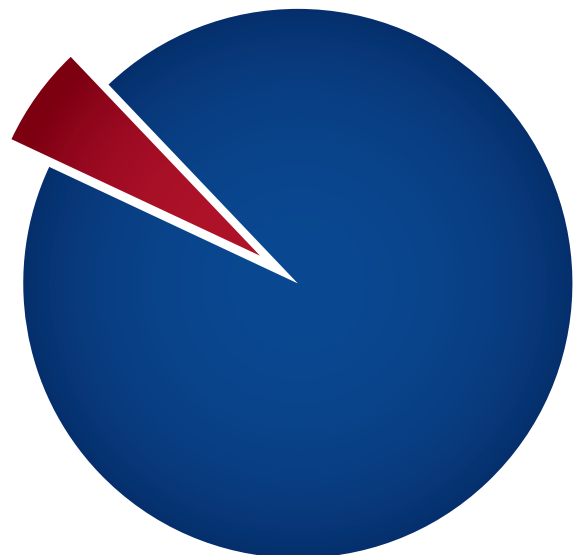
538	Alumni
15	Alumni Non Grad
22	Corporation
23	Current Student
210	Faculty/Staff
1	Foundation
1	Foundation - Private
278	Friend
1	Family Trust
6	Parent - Current Student
18	Past Faculty Staff
10	Past Parent
1,123	Total Unique Donors



* 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.