



**University Advancement** generates the external recognition, support and financial resources the university needs to carry out its mission and to achieve its aspirational goals. Working with alumni, parents, donors and the community, University Advancement broadens the resources available to the university to enhance academic quality and enrich the local community.

All units of University Advancement, work together to bring recognition and resources to the university.

- **Fresno State's Alumni Association** is dedicated to uniting and advancing the interests and traditions of alumni and friends of California State University, Fresno, and providing scholarship opportunities that attract and support highly motivated students to the University.. More information regarding the Fresno State Alumni Association may be viewed at the following link: <http://www.alumniconnections.com/olc/pub/CAF/>
- **University Communications** builds better understanding of the university among the campus community, the media community. The University Communications Office is responsible for external and internal university communications. More information regarding University Communications may be viewed at the following link: <http://www.csufresno.edu/ucomm/>
- **Development** works closely with faculty, volunteers and donors to help meet schools, colleges and program-specific needs. More information regarding Development may be viewed at the following link: <http://www.supportfresnostate.com/>



## The Campaign for Fresno State

The **Campaign for Fresno State** is focused on leading Central California's progress as a fast-growing region shaped by intelligent development, the cultural richness of its diverse people and the success of new and expanding businesses. Tightly woven into the fabric of an expansive, culturally diverse and fast-growing region, Fresno State is unique among the 23 campuses in the California State University system. There are few Valley residents without a tangible connection to the university through direct personal experience, family ties or friendship. More information may be viewed at the following link: <http://www.supportfresnostate.com/index.htm>

## Our Goal

The goal of the campaign is to attract \$200 million to Fresno State by 2012. It's an optimistic goal based on exceeding our goal during the first phase of the campaign and driven by our commitment to provide our students an exceptional educational experience and our region with the leadership they expect from us.

## Campaign Themes

Fresno State is building this campaign on four themes to achieve our goals:



### Engaging the Region

For decades the university has based its courses and programs on the best way to serve Central California.



### Student Support

Fresno State offers a wide range of scholarships to assist and attract the keenest minds to its campus.



### Advancing Learning

More than 1,300 faculty educate more than 22,000 students annually in our classrooms, labs and other venues.



### Facility Upgrades

As Fresno State's academic reputation rises nationwide, the status of its buildings and equipment fulfill an essential role in boosting student achievement.

If you believe in the potential of young minds to change the world, then giving to Fresno State is a sound investment. The region's future depends on the imaginations, ingenuity, commitment and relentless research work of our students and award-winning faculty. The reward is a better life for all people who live in and beyond Central California. Giving to Fresno State is a gift to yourself, your family, your community and generations to come.