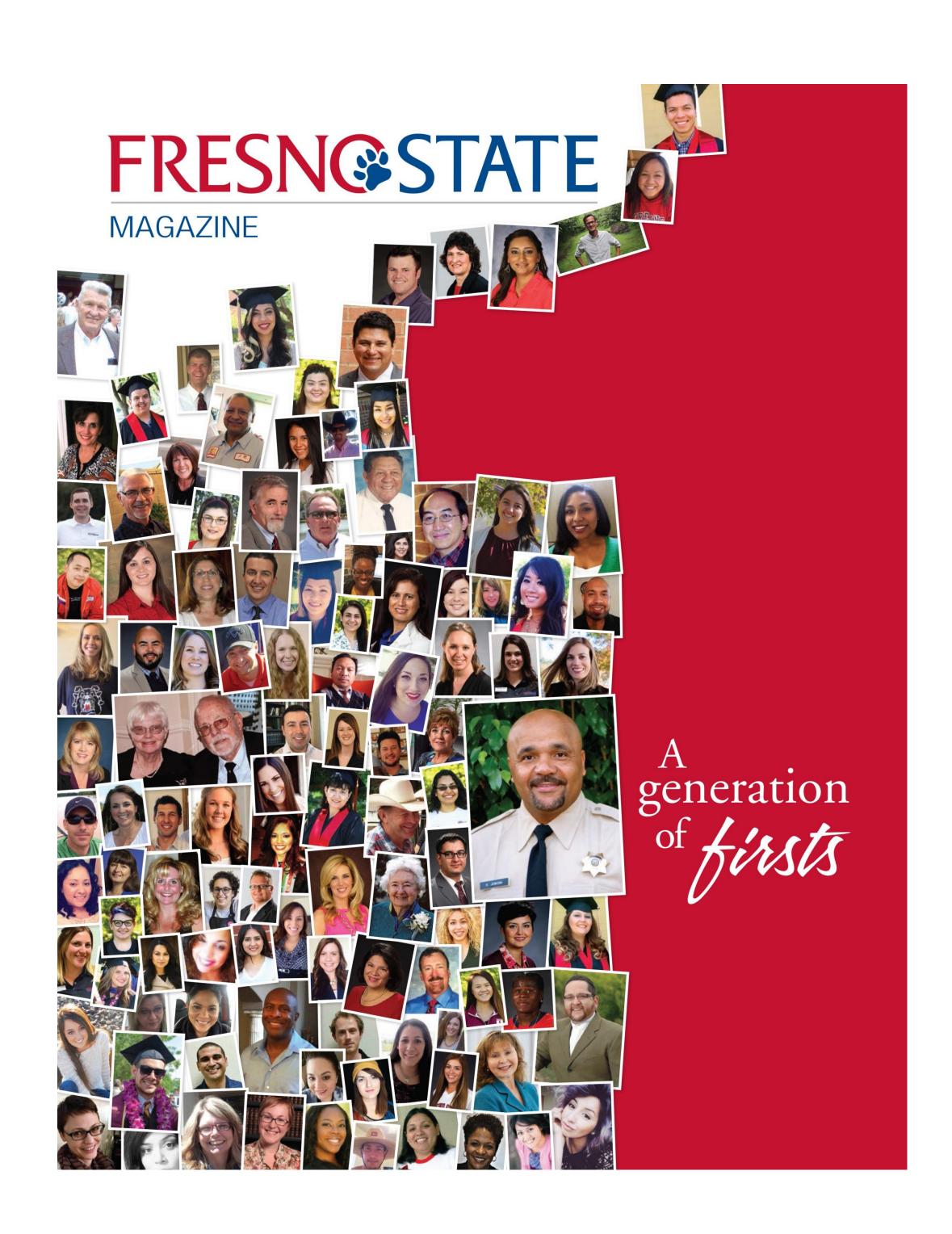
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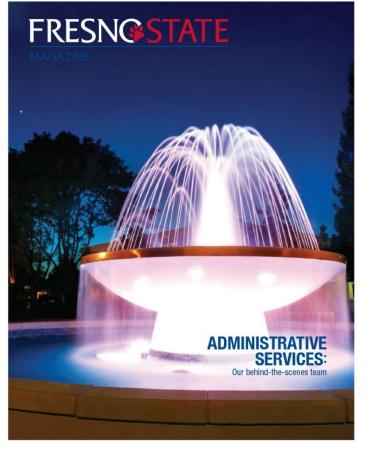
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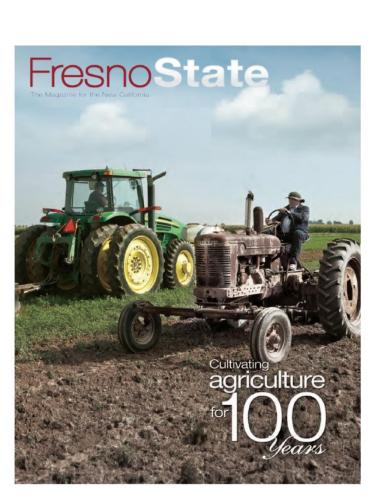


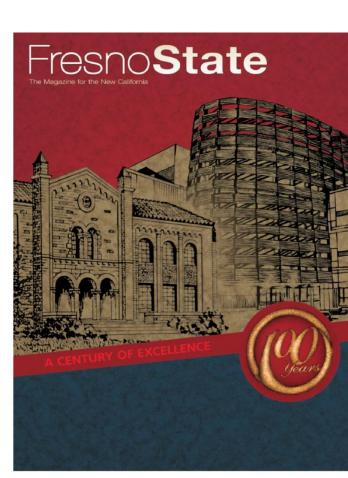


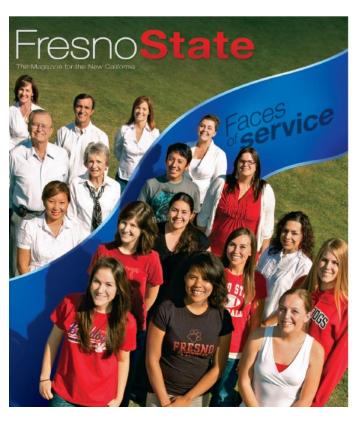


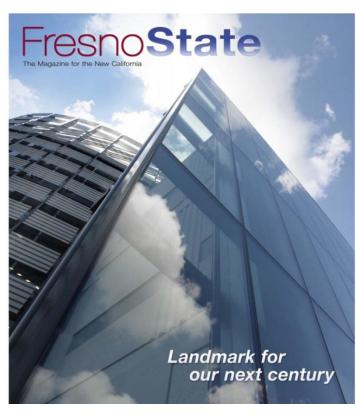


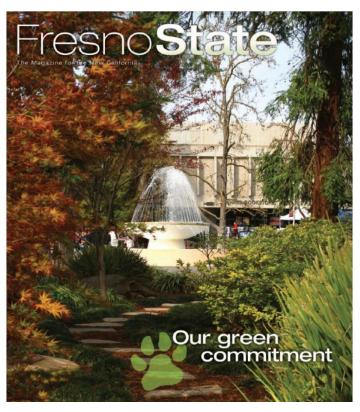


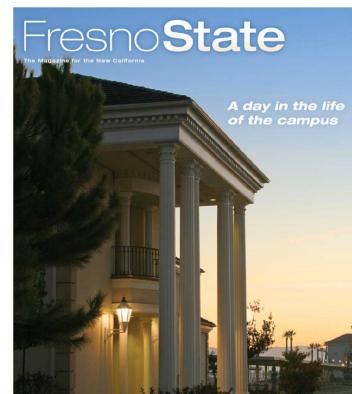




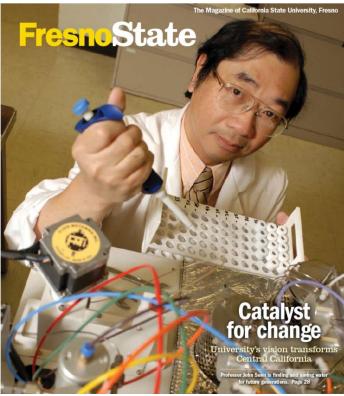


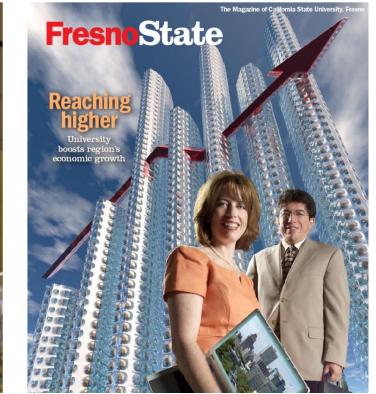












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Goals:

Share Our Story
Inspire, Engage, Educate
Build Campus and Community Pride
Celebrate Faculty and Student Success

Target Audience:

Alumni and Supporters of the University Students, Faculty and Staff

Circulation:

60,000 direct mail, 90,000 email/online

Results and Impact

Donors gave tens of millions of dollars in philanthropic support to Fresno State during the 2014 fiscal year. The magazine is one of the key fundraising pieces that helps the University stay connected and engaged with these generous donors.

Awards and Honors

2014 CASE District VII Award of Excellence — Writing 2014 PRSA Central CA Image Award — Magazine 2014 PRSA Central CA Image Award — Article

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