

Make Fresno State merchandise more available (possibly on Amazon) and offer special merchandise for alumni that gives option of making an additional donation to the school.

CURRENT CHALLENGE:

Making Fresno State merchandise more available and grow donation.

PROPOSED SOLUTION:

Most Alumni are busy or far away from campus to visit to buy Fresno State merchandise.

My first idea is having Fresno State Store in Amazon. This would make it easier for everyone to buy from there.

Second idea is, offering special license plate frames for Alumni who doesn't just buy the item but make extra donation to the school. So let's say license plate frame costs \$17.99. We can sell it for \$49.99 and the license plate frame will have a unique design to show that Alumni is also a supporter.

BENEFITS TO FRESNO STATE:

1st idea will allow many people to purchase merchandise of Fresno State. Easy access to thousands of people.

2nd idea is not only going to get money from the merchandise but get extra money in donation.

ADDITIONAL INFORMATION: