

FRESNO STATE

MAGAZINE

SPRING/SUMMER 2016

THE ROAD TO **VALLEY HEALTH**

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BUILDING A CAREER
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NEW SPRING ISSUE PUBLISHED THIS WEEK!

FresnoState Magazine

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, 100,000 –plus email/online

Results and Impact

Donors gave tens of millions of dollars in philanthropic support to Fresno State during the 2015 fiscal year. The magazine is one of the key fundraising pieces that helps the University stay connected and engaged with these generous donors and our alumni.

Awards and Honors

2015 CASE District VII Award of Excellence — Writing
2014 CASE District VII Award of Excellence — Writing
2014 PRSA Central CA Image Award — Magazine
2014 PRSA Central CA Image Award — Article

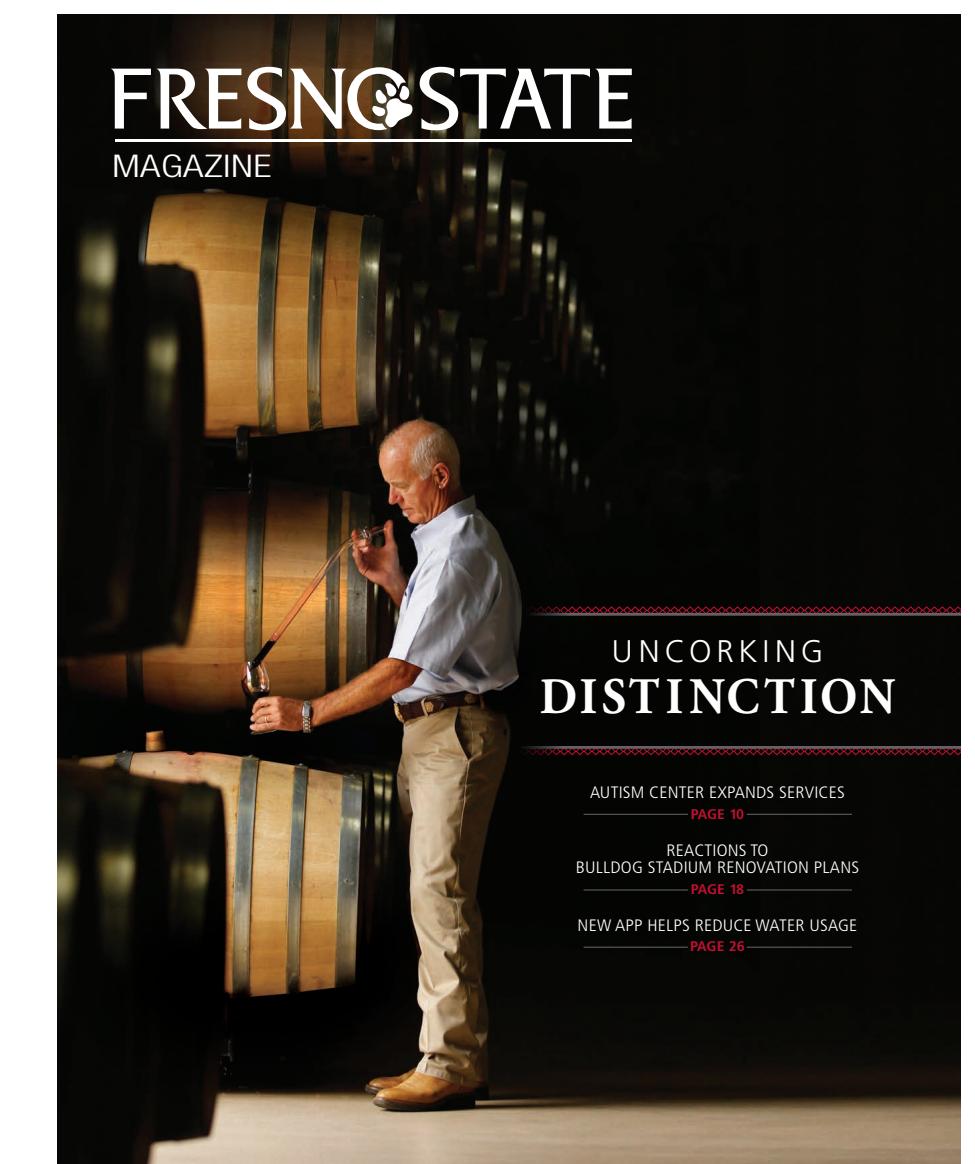
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www.FresnoState.edu/magazine