Chico State planning big fundraising drive

By LARRY MITCHELL-Staff Writer
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CHICO — Planning for a major fundraising campaign is under way at Chico State University, campus President Paul Zingg said Tuesday.

He said the schedule for the campaign would be announced by the end of this school year or the start of the next fall semester.

The president said he hopes that the "annual giving" of $8 million to $9 million that Chico State receives can be doubled during the campaign, which will run for seven or eight years.

That will include a "silent phase" of three to four years, when officials will quietly work on raising half the financial goal of the campaign, he said. With that money in hand, campus leaders will go more public with the campaign, intending to raise the rest.

The campaign is being planned with "maybe 40 or 50 folks — alumni and others — who know the university well," he said.

Although dwindling state financial support is on everyone's mind, that's not the reason for launching the campaign, he said. "We'd be doing this whether we had a bad budget or not."

However, he added, "the erosion of state support is not going to stop, (and) we can't raise student fees forever."

He expects the funds to come both from those with average incomes and those who are wealthy, he said. "There will be a certain number of seven- and eight-figure gifts."

Zingg talked about the campaign during a meeting he and Chico State provost Belle Wei and vice-president for student affairs Drew Calandrella had with members of the Enterprise-Record editorial board Tuesday afternoon.

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