

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
November 2019**

1. Alumni Relations Report
2. Fundraising Report
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4. *Discover Your Story*: Archives Campaign Report
5. Corporate and Foundation Relations (FCR) Update

Alumni Relations Report November 2019

Updates:

FESTIVAL OF FLIGHT

The all-day festival took place behind the Wright State University Nutter Center on Oct. 5, 2019 and attracted 4,200 people.

The festival was sponsored by the City of Fairborn, Wright State University, and the Wright State Alumni Association, in partnership with the Miami Valley Restaurant Association, the National Aviation Heritage Alliance, the National Aviation Hall of Fame, and the National Museum of the U.S. Air Force.

The festival featured aviation-related educational experiences, flight-themed food and drinks, entertainment (including live bands), a dedicated area with fun activities for children, and a haunted trail. Sports fans watched games by the Wounded Warrior Amputee Softball Team and the Wright State volleyball, men's soccer, and club football teams. Wright State students participated in a parade of golf carts that were decorated with flight themes.

Stats:

Attendance – 4,200

Earned and in-kind media coverage - \$31,909.73

Social Media reach – 180,000+

Educational exhibitors – 28

K-12 kids who participated in the STEM passport program – 300+

Date for next year – Saturday, September 26, 2020

ALUMNI SURVEY

The Wright State Alumni Association has signed with higher education survey company Alumni Attitudes to conduct a comprehensive alumni survey in the 1st quarter of 2020. The survey will address questions about time on campus, academics, alumni involvement, events, engagement, communications and other topics of interest. The results of the survey are expected to be shared with the greater university community in late spring 2020.

'67 SOCIETY AND THE WRIGHT DAY TO GIVE

The '67 Society hosted multiple student events surrounding the Wright Day to Give, including a student group photo and a philanthropy-education event that featured the ever-popular money machine. These efforts increased the number of fall semester student donors by over 50%, from 34 student donors in fall of 2018 to 52 student donors in fall of 2019.

ALUMNI SERVICE DAY

On Saturday, November 9th, the Alumni Association hosted its 3rd annual Alumni Service Day, an opportunity for Wright State alumni, students, faculty, and staff to go out and volunteer in their community. We partnered with 11 non-profits based in the Dayton area, including the Dayton Humane Society, the Foodbank, Hospice of Dayton, and United Rehabilitation Services.

Over 120 alumni volunteered and 83 of them joined us for a complimentary lunch at Yellow Cab Tavern after their shift. The success of this annual event has led us to decide to host a similar day of service in the spring semester as well.

UPCOMING EVENTS:

Thursday, December 12: Alumni Night at the Game
Friday, December 13: Chicago Holiday Happy Hour
Friday, December 13-15: Chicago Holiday Tour
Sunday, January 12: Raider Up! Chicago Edition
Friday, January 24: Raider Roundup
Saturday, January 25: African American Alumni Society Annual Meeting
Saturday, January 25 – Feb. 1: Mayan Mosaic Alumni Cruise (Caribbean)
Saturday, February 8: Alumni Beer Tasting
Saturday, February 29: Rowdy Gras
Monday, March 9-10: Horizon League Basketball Championship
Saturday, April 25-26: Michigan Wine Tour
May, 2020: Wright State Alumni Norwegian Cruise from NYC to Bermuda
Friday, September 11-13: Bourbon Tour 10th Anniversary
Saturday, September 26: Festival of Flight
Monday, October 5-16: Medieval Sojourn Alumni Cruise (Barcelona to Athens)

See more details at WrightStateAlumni.com

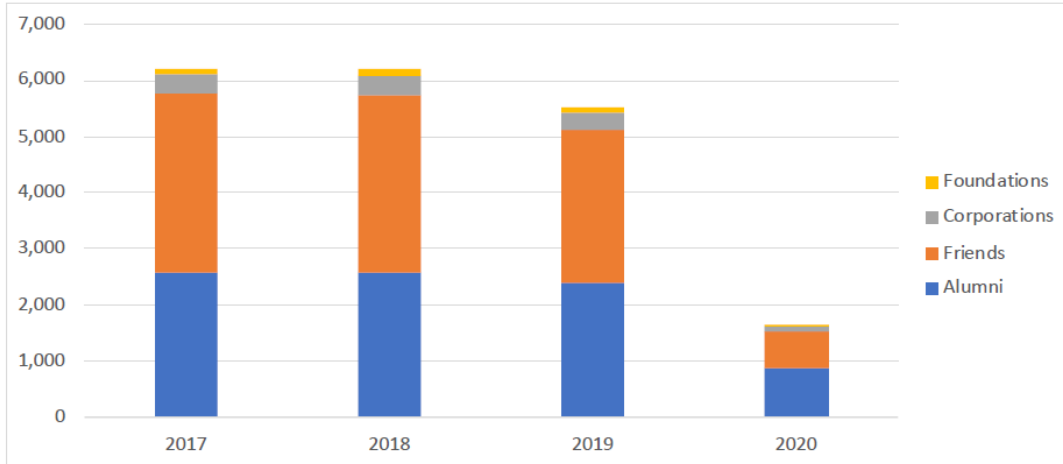
Fundraising Report November 2019

Commitments per Fiscal Year by Area/Unit
July 1, 2016 - October 31, 2019

Area/Program	2017	2018	2019	2020
Athletics	\$466,699.02	\$548,935.78	\$3,043,026.27	\$183,687.55
Colleges and Schools	\$6,403,482.17	\$4,871,818.80	\$4,835,774.55	\$661,868.29
CECS	\$1,030,048.08	\$1,499,699.26	\$558,682.71	\$69,768.15
CEHS	\$110,049.85	\$66,036.84	\$85,999.53	\$161,671.00
COLA	\$785,170.57	\$919,476.42	\$1,298,990.59	\$53,793.46
CONH	\$1,554,733.89	\$213,048.99	\$303,796.20	\$50,957.51
COSM	\$558,985.26	\$163,270.88	\$170,317.97	\$45,120.58
LAKE	\$255,659.92	\$227,019.92	\$309,280.16	\$60,259.86
RSCB	\$810,209.59	\$264,255.24	\$473,631.30	\$64,954.99
BSOM	\$1,181,537.01	\$1,483,414.33	\$1,606,294.40	\$155,142.74
SOPP	\$117,088.00	\$35,596.92	\$28,781.69	\$200.00
Student Affairs	\$146,757.39	\$365,708.73	\$129,781.39	\$63,647.03
University Libraries	\$67,115.31	\$287,080.69	\$544,886.26	\$18,169.42
University Wide	\$1,831,347.41	\$1,119,176.32	\$566,830.51	\$243,343.86
Grand Total	\$8,915,401.30	\$7,192,720.32	\$9,120,298.98	\$1,170,716.15

Commitments per Fiscal Year by Source: Donors
July 1, 2016 - October 31, 2019

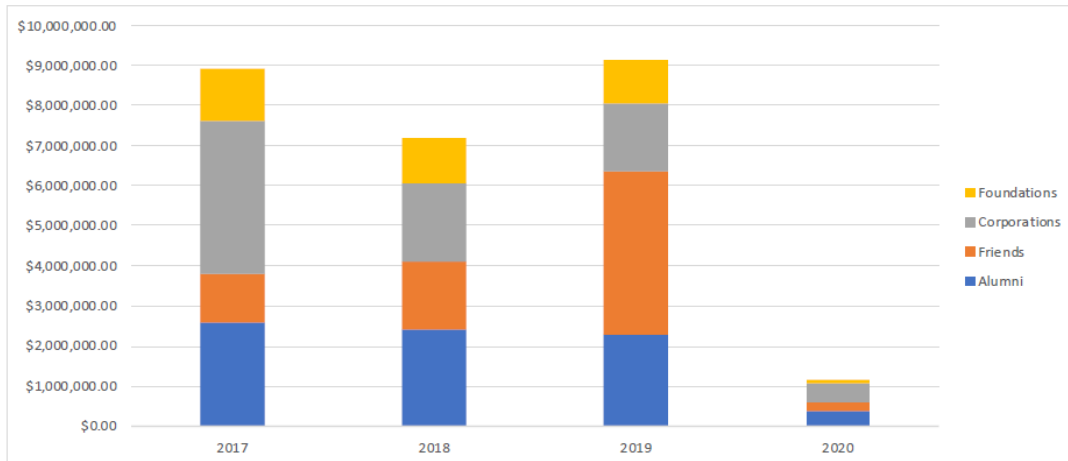
Fiscal Year	Alumni		Friends		Corporations		Foundations		Total No of Donors
	No of Donors	%	No of Donors	%	No of Donors	%	No of Donors	%	
2017	2,571	41.3%	3,201	51.5%	344	5.5%	103	1.7%	6,219
2018	2,591	41.7%	3,155	50.8%	343	5.5%	127	2.0%	6,216
2019	2,387	43.2%	2,722	49.2%	318	5.8%	102	1.8%	5,529
2020	874	53.1%	638	38.8%	106	6.4%	28	1.7%	1,646



This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.

Commitments per Fiscal Year by Source: Dollars
July 1, 2016 - October 31, 2019

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total Amount Given
	Amount Given	%	Amount Given	%	Amount Given	%	Amount Given	%	
2017	\$2,587,915.53	29.0%	\$1,215,203.08	13.6%	\$3,818,158.88	42.8%	\$1,294,123.81	14.5%	\$8,915,401.30
2018	\$2,438,259.79	33.9%	\$1,663,226.41	23.1%	\$1,971,859.79	27.4%	\$1,119,374.33	15.6%	\$7,192,720.32
2019	\$2,308,020.25	25.3%	\$4,066,127.03	44.6%	\$1,682,944.89	18.5%	\$1,063,206.81	11.7%	\$9,120,298.98
2020	\$384,443.62	32.8%	\$212,636.62	18.2%	\$487,961.92	41.7%	\$85,673.99	7.3%	\$1,170,716.15



This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.

WRIGHT STATE UNIVERSITY FOUNDATION, INC.

Report of Total Receipts: Cash and Gifts-in-Kind

For the Month Ended October 31, 2019 and 2018

MONTH-TO-DATE

GIFT SOURCE	OCTOBER 2019		OCTOBER 2018		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	513	\$136,010	558	\$120,003	-8%	13%
Corporations	60	158,018	32	124,624	88%	27%
Foundations and Organizations	14	37,673	5	40,951	180%	-8%
Friends	288	136,975	382	87,440	-25%	57%
SUBTOTAL CASH RECEIPTS	875	\$468,676	977	\$373,018	-10%	26%
Gifts-in-kind	6	13,887	1	10,000	500%	39%
TOTAL ALL RECEIPTS	881	\$482,563	978	\$383,018	-10%	26%

FISCAL-YEAR-TO-DATE

GIFT SOURCE	FY2020		FY2019		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	834	\$410,149	936	\$232,061	-11%	77%
Corporations	111	667,471	90	665,028	23%	0%
Foundations and Organizations	26	91,074	20	166,212	30%	-45%
Friends	516	294,202	654	311,430	-21%	-6%
SUBTOTAL CASH RECEIPTS	1,487	\$1,462,896	1,700	\$1,374,731	-13%	6%
Gifts-in-kind	13	62,238	6	44,376	117%	40%
TOTAL ALL RECEIPTS	1,500	\$1,525,134	1,706	\$1,419,107	-12%	7%

Development Report November 2019

Planned Giving Update

FY20 Planned Giving Progress:

- Two bequest intentions with a total value of \$115,000 plus one bequest intention where the donor chose not to disclose the value of the gift have been secured so far.
- Three planned gifts have been realized thus far. The value of these three planned gifts realized totals \$115,488.
- We have four gift expectancies we are waiting for disbursements from and the total value of these for estates is \$3,962,000.
- We continue to work with nine donors as they finalize their estate plans. The estimated known value for these bequest intentions is \$11,900,000. Additionally, we have 40 individuals currently identified with active planned giving interests, but no bequest value has been determined.

Annual Giving Update

Goal - Annual gift solicitation (gifts of up to \$10,000), building off the momentum of the Rise. Shine. Campaign, engaging more and more donors with Wright State, increasing current individual giving levels, and identifying new major gift prospects.

The Wright Day to Give – October 1

Wright State hosted its third annual giving day, a digital philanthropic challenge to our alumni, friends, parents, students, faculty and staff. Engaging with their alma mater, Wright State, for a day that brings together ALL Raiders.

- Digital launch, Monday, September 30
- Digital Day of Giving, Tuesday, October 1
- Two events:
 - Dayton Campus: Warped Wing Share a Pint Night, \$1 from every beer is donated to WSU Foundation
 - Lake Campus: CJ's HighMarks-Celina location, dine to donate 20% of sales
- Student giving components took place Monday, September 30 – Tuesday, October 1

Used a tactical marketing campaign (Phonathon, direct mail, email, and videos) to solicit donations.

2019 Results

- 622 Donors
- \$64,430
 - Three Matches:
 - \$4,000 WSU Alumni Association (\$2500 WSUAA plus \$1500 WSUAA Board Members)
 - \$5,000 Greentree Group
 - \$2,500 DP&L Match

2018 Results

- 550 Donors
- \$69,581
 - Two Matches:
 - \$3,750 WSU Alumni Association (\$2500 WSUAA plus \$1250 WSUAA Board Members)
 - \$5,000 Greentree Group

2017 Results

- 548 Donors
- \$47,502
 - \$12,500 matching gifts
 - \$10,000 Wright State University Foundation
 - \$2,500 Greentree Group

Fall Direct Mail Appeal

The annual fall direct mail appeal will mail mid-November. It will be customized with student features in each academic area. The primary audience for Fall Appeal is alumni, however, without traditional Phonathon again in FY20, this appeal will also be sent to friends who are donors.

Strategies

- Continue to personalize, including suggested giving amounts based on historical giving
 - Provide current donor club, if applicable
- Continue to solicit our most engaged alumni/friends utilizing our Wright State engagement scores in addition to utilizing our updated Wright State annual giving likelihood scores

CSIC Retiree Phonathon Campaign

For the fifth year, we will be calling our Retirees who have not contributed yet in the calendar year. These calls will take place over the months of November and December by our students.

Discover Your Story: Archives Campaign Report **November 2019**

Project Update:

- The Archives Team is collaborating with Facilities to carry out the process for implementing Phase 1 of the renovation project. It is anticipated Phase 1 renovations will begin in the Spring of 2020.
- We are within \$750,000 of our goal for pledges and gifts needed for Phase 2.

Campaign Fundraising:

- We are in the midst of sending proposals out to multiple local and national foundations. We have submitted a request for state capital funding through the local PDAC process. Engagement of individual donors is moving forward as we build a constituency for this project.

Archives Tours

- Dawne Dewey continues to offer tours to prospective donors and to community members with the hope of introducing people to our collections and helping to spread the word about the project. She has also spoken to a number of community groups and generated interest in partnering with us on this project.

Gifts Committed to Date:

- To date, we have pledges and resources totaling \$912,000 toward the project with another \$100,000 gift verbally committed and awaiting finalization.
- There are 5 named spaces included in the giving totals
 - √ Amanda Wright Lane Lobby
 - √ Dr. Lewis Shupe Oral History Lab
 - √ Dr. Gary Barlow Conference Room
 - √ Makino, Inc. Volunteer and Student Center
 - √ Linda Black-Kurek Family Foundation Exhibit Gallery

Project Description:

- The Archives Center Modernization project provides for the renovation of 30,000 SF of space and the relocation of the current Special Collections and Archives. The new space will provide appropriate environmental conditions to lengthen the life of these priceless collections. Controls will include protections from temperature, humidity, light, fire, and air quality. They are moving from their current space in two campus locations of 12,000 square feet to a dedicated space of 30,000 square feet.

Corporate and Foundation Relations (FCR) Update November 2019

Office of Corporate and Community Engagement Update

- **Prospect Discovery and Cultivation**

- Ongoing Dayton Business Journal (DBJ) Books of Lists Review: New individual and corporate prospects are being identified through an intensive, systematic review of the DBJ Book of Lists. Top 100 companies are listed by category, such as Veteran Owned Businesses, Women Owned Business, Engineering Firms, etc. and we are reviewing those lists most harmonious with Wright State's mission.

Update: Within a five-month period, over 87 new prospects have been identified, researched, and evaluated, resulting in 27 new and/or reactivated corporate prospects with a potential gift value of \$685,000, and 8 individual prospects valued at \$180,000.

- Corporate Scoring/Ranking: This process collects and analyzes data from stakeholders across campus to identify and rank corporations who have multiple engagement points with the university. Corporations are ranked on their overall engagement with Wright State in the following categories: philanthropy, research, vendor status, student recruitment, alumni employment, athletic sponsorship, college-specific activities, and advisory board service. This exercise identifies the top corporate prospects for maximum cultivation.

Update: The FY 2019 update of the Wright Organization Partnership Score (W-OPS) has just been completed. A briefing will be provided to Dr. Edwards outlining the process and the strategy for moving forward with top corporate prospects.

- **Engagement**

- Corporate Sponsorship Opportunities: FCR is working with colleges and units to identify their most successful, well-established annual events to feature in a new sponsorship brochure to showcase the collective group of high-level events at Wright State. The goal is to produce a marketing piece that it will be used by development officers as a corporate engagement tool to solicit sponsorships.

Update: Brochure preparation is ongoing.