**Alumni Athletes Were About Twice as Likely to Have Attended A WSU Event.**

Of the 3,011 alumni in Banner who have an Athletics activity code\*, 542 of them (18%) have attended a WSU event. That compares to only 8.6% of non-athlete alumni.

Here's the data to back that up:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Event Attendee |  | No Events |  | Total Count |
| Row Labels | Count | Percent | Count | Percent |  |
| ATHL | 542 | 18.00% | 2,469 | 82.00% | 3,011 |
| Not ATHL | 9,674 | 8.63% | 102,452 | 91.37% | 112,126 |
| Grand Total | 10,216 | 8.87% | 104,921 | 91.13% | 115,137 |

**Alumni Athletes Are Slightly More Likely to Be WSU Donors.**

Of the 3,011 alumni in Banner who have an Athletics activity code\*, 756 of them (25%) have made a commitment to WSU. That compares to only 22.5% of non-athlete alumni.

Here's the data to back that up:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Donor |  | Non-Donor |  | Total Count |
|  |  |  |  |  |  |
| Row Labels | Count | Percent | Count | Percent |  |
| ATHL | 756 | 25.11% | 2,255 | 74.89% | 3,011 |
| Not ATHL | 25,245 | 22.51% | 86,881 | 77.49% | 112,126 |
| Grand Total | 26,001 | 22.58% | 89,136 | 77.42% | 115,137 |

**Alumni Athletes Are Almost Three Times as Likely to Be WSU Major Donors (Donating $10K Or More Over Their Lifetimes).**

Of the 3,011 alumni in Banner who have an Athletics activity code\*, 35 of them (1.16%) have given $10K or more to WSU. That compares to only 0.37% of non-athlete alumni.

Here's the data to back that up:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Major Donor ($10K+) |  | Non-Major | Total Count |
|  |  |  |  |  |  |
| Row Labels | Count | Percent | Count | Percent |  |
| ATHL | 35 | 1.16% | 2,976 | 98.84% | 3,011 |
| Not ATHL | 415 | 0.37% | 111,711 | 99.63% | 112,126 |
| Grand Total | 450 | 0.39% | 114,687 | 99.61% | 115,137 |

**Alumni Athletes Are More Likely to Become Major Gift Prospects.**

Of the 3,011 alumni in Banner who have an Athletics activity code\*, 386 of them (12.8%) have been made prospects in Banner. That compares to only 7.7% of non-athlete alumni.

Here's the data to back that up:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Prospect |  | Non-Prospect | Total Count |
|  |  |  |  |  |  |
| Row Labels | Count | Percent | Count | Percent |  |
| ATHL | 386 | 12.82% | 2,625 | 87.18% | 3,011 |
| Not ATHL | 8,640 | 7.71% | 103,486 | 92.29% | 112,126 |
| Grand Total | 9,026 | 7.84% | 106,111 | 92.16% | 115,137 |

**Alumni Athletes Are More Likely to Become Engaged Alumni.**

Alumni in Banner who have an Athletics activity code\* have an average WSUE Score (Wright State University Engagement score) of 5.2. Non-athletes have an average WSUE of 3.2.

**Alumni Athletes Are Three Times More Likely to Become Highly Engaged Alumni.**

Anyone in Banner with a WSUE Score of 10 or above is considered to be highly engaged (aka Double-Digit W-SUE's). Of the 3,011 alumni in Banner who have an Athletics activity code\*, 216 of them (7.17%) are highly engaged. That compares to only 2.22% of non-athlete alumni.

Here's the data to back that up:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Double Digit WSUE |  | Single Digit | Total Count |
|  |  |  |  |  |  |
| Row Labels | Count | Percent | Count | Percent |  |
| ATHL | 216 | 7.17% | 2,795 | 92.83% | 3,011 |
| Not ATHL | 2,484 | 2.22% | 109,642 | 97.78% | 112,126 |
| Grand Total | 2,700 | 2.35% | 112,437 | 97.65% | 115,137 |

This data clearly makes the case that being an Athlete has a profound impact on alumni's connection to the University. By every measure, they have a stronger connection to their alma mater.

**Managed Prospects and The Interactions with Athletics (Men’s Basketball)**

Analysis of our active prospect base:

* We have 453 active major gift prospects that have been coded as Premium Seat Holders or Season Ticket Holders.
* That group's combined overall rating is $59.2M.
* That includes 203 managed prospects. That's 9.95% of our total managed prospect pool (2,041 total). In other words, apprx 10% of our managed prospects have been premium/season ticket holders.
* Those 203 managed prospects are rated at $51.2M, which is 21.3% of our total managed prospect pool's overall rating ($240.3M).

Narrowing down data to include active prospects in Raider Country, the % numbers are even better:

* We have 388 major gift prospects in Raider Country that have been coded as Premium Seat Holders or Season Ticket Holders.
* That group's combined overall rating is $53.4M.
* That includes 176 managed prospects. That's 16% of our total managed prospect pool in Raider Country (1,094 total). In other words, apprx 16% of our local managed prospects have been premium/season ticket holders.
* Those 203 managed prospects are rated at $45.8M, which is 32.8% of our total managed prospect pool's overall rating ($139.5M).

A few other notes . . . When looking at major prospects both past and present (which would include deceased or dismissed prospects), that gives a total of 641 records that have been coded as Premium Seat Holders or Season Ticket Holders. They have given a combined total of over $56.3M to WSU. **17 of them have been recognized as giving $1M or more**.

**Each year, Athletics accounts for about 10% of the university's donors.**

|  |  |  |  |
| --- | --- | --- | --- |
| FY | WSU Donors | ATHL Donors | ATHL\_PERC |
| 2016 | 8,632 | 820 | 9.5% |
| 2017 | 6,319 | 653 | 10.3% |
| 2018 | 6,227 | 633 | 10.2% |

As well, Athletics accounts for 15% of corporate donors and 11.5% of friend donors (non-alumni individuals). That's based on FY16-FY18 data.

Here are the average percentages by all donor categories:

Alumni    7.7%

Friends    11.5%

Corporations    15.4%

Foundations   8.6%