

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
April 2020**

1. Alumni Relations Report
2. Development Report
3. *Discover Your Story*: Archives Campaign Report
4. Office of Corporate and Community Engagement (OCCE) Update
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Alumni Relations Report

April 2020

Alumni Survey

The Wright State Alumni Association has completed an official alumni survey with the company Alumni Attitudes. The survey was launched in February 2020 and concluded end of March. We received over a 4.2% response rate, our goal was 4%. The survey addressed 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 summer 2020.

Festival of Flight

The date for the Festival of Flight is Saturday, September 26, 2020 and the new location is right in front of the Student Union. We have all of our original partners back and are adding some new partnerships to make this year even bigger and more impactful on our community. More details coming this spring at festivalofflight.org.

Wright State Magazine

The Spring 2020 issue has officially arrived in inboxes across the country as of last week.

Cover Story

Behind the scenes of the theater production of *Peter and the Starcatcher*. Everything from stage combat practice to costume fittings to opening night.

Next issue: Fall 2020

Content will include: Introduction of Dr. Sue Edwards; 50th anniversary of Bolinga Black Cultural Resources Center; and coverage of COVID-19.

'67 Society and Student Engagement

- The 67 Society will be putting together the first ever Green and Gold Guide, a handbook of campus traditions and resources to be passed out to incoming freshman in the fall of 2020.
- Also in the fall of 2020, the 67 Society will be working with student organizations across campus to establish a peer mentorship program that will match incoming freshmen with upperclassmen.
- Congratulations video for Class of 2020 - The Wright State class of 2020's final semester and commencement have been upended due to COVID-19. We will be accepting congratulatory video submissions from Wright State alumni, faculty, and staff and will be compiling these individual videos into a memorable message for our graduating seniors.

Past Events:

Beer Tasting - The annual Alumni Beer Tasting was held on February 8th in the Wright State Nutter Center Berry Room. 131 attendees sampled six specially-selected beers. Students from the '67 Society also raised \$300 for scholarships via a 50/50 raffle at the event.

Rowdy Gras - The Alumni Association's annual casino night was held on February 29th in the Student Union Apollo Room. 198 attendees danced and played casino games for a chance to win prizes.

UPCOMING EVENTS:

The Alumni Association cancelled or postponed all alumni and student events scheduled between March 12th and May 31st due to COVID-19.

Thursday, July 30: Legacy Golf Outing

Sunday, August 9: Kings Island Day

Friday, August 28-20: Chicago Summer Bus Tour

Friday, September 11-13: Bourbon Tour 10th Anniversary

Friday, September 18: WSU School of Music free concert at the Levitt Pavillion

Saturday, September 19: Sapphire Jubilee sponsored by the African American Alumni Society

Saturday, September 26: Annual Scholarship Breakfast

Saturday, September 26: Festival of Flight

Friday, October 2-3: Homecoming Weekend

Monday, October 5-16: Medieval Sojourn Alumni Cruise (Barcelona to Athens)

Saturday, October 17: Amigos Latinos Gala

April 17-26, 2021: Sunny Portugal Alumni Tour

See more details at WrightStateAlumni.com

Development Report April 2020

Planned Giving Update

FY20 Planned Giving Progress:

- Four bequest intentions with a total value of \$631,000 plus one bequest intention where the donor chose not to disclose the value of the gift have been secured so far.
- Four planned gifts have been realized thus far. The value of these four planned gifts realized totals \$2,578,516.26.
- We have four gift expectancies we are waiting for disbursements from and the total value of these for estates is \$2,080,000.
- 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 37 individuals currently identified with active planned giving interests, but no bequest value has been determined.
- Obviously, the current COVID Crisis has slowed down our estate planning conversations with donors as they attend to important matters in the present. We have seen a degree of sensitivity to estate planning from some new individuals though. The final result of these inquiries are yet to be seen.

Annual Giving Update

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.

Fall Direct Mail Appeal

The annual fall direct mail appeal dropped November 22. It was 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.

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

Fall Appeal Results

90 day results FY20	\$107,874	378 gifts
90 day results FY19	\$98,384	442 gifts
90 day results FY18	\$86,876	474 gifts
90 day results FY17	\$95,165	489 gifts
90 day results FY16	\$83,530	386 gifts

2020 CSIC – Campus Scholarship and Innovation Campaign

The 2020 faculty, staff, retiree campaign was originally scheduled to launch on Monday, March 16th, with the university news in the week of March 9th, we postponed the launch to Monday, April 6th. However, with the continued COVID-19 situation, the CSIC campaign is once again postponed and multiple contingency plans are in process, most likely focusing on a digital version of the campaign in May.

Spring Phonathon

In a year without traditional Phonathon several strategies were started, Spring Phonathon began in Mid-February and was abruptly cancelled on Tuesday March 17th due to the closure of campus as a result of COVID-19. It ended three weeks early.

Student Emergency Relief Fund

In response to the COVID Situation, the Foundation and Advancement coordinated the launch of a Student Emergency Relief Fund using our crowdfunding platform and electronic solicitations inviting the Wright State Family to make gifts. The Foundation set up a challenge grant that would add an extra \$1,000 to the fund for every 100 donors that gave to it. Donors could designate their gift to any of five different funds. As of April 9, the fund has received gifts from 425 donors totaling more than \$35,000 (including the Foundation Challenge gifts).

Discover Your Story: Archives Campaign Report **April 2020**

The COVID Crisis has altered our plans at the present time as all momentum we had been establishing for the project has stopped for moment. Prior to all of this, we had seen promising signs of additional support for the project as we were diligently executing our fundraising plan. We are in the process of reassessing our timelines and activities, but much will depend on how long the current situation lasts.

Project Update:

- The Archives Team is collaborating with Facilities and the Foundation to carry out the process for implementing Phase 1 of the renovation project. We are determining the best timing for starting Phase 1 to maximize the cost efficiencies for the project.
- Including two pending commitments we are within \$550,000 what we believe is needed to move forward with Phase 2.

Campaign Fundraising:

- We were in the midst of sending proposals out to multiple local and national foundations. We had submitted a request for state capital funding through the local PDAC process.
- Dawne Dewey, Bill Bigham and Sue Polanka and others had been actively reaching out to donor prospects and scheduling meetings to invite their participation in the campaign.
- For the present time solicitations further solicitations are on hold.

Gifts Committed to Date:

- To date, we have pledges and resources totaling \$1,238,171 including two pending gifts.

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.

Office of Corporate and Community Engagement (OCCE) Update April 2020

Selected Activities

- COVID-19 Activity
 - In response to new grant funding opportunities available due to COVID-19, OCCE initiated and coordinated the following grant applications in late March to support the emergency needs of Wright State University Students:
 - Levin Family Foundation: \$5,000
 - Synchrony Financial: \$7,500
 - Dayton Community Foundation: \$9,000
 - The majority of corporate sponsorships for WSU activities postponed or canceled due to COVID-19 are intact, with corporations deciding not to pull sponsorships, but rather to designate them for direct project support or to remain in place for when activities resume.
 - A stewardship message was sent to 122 individuals at 98 corporations/organizations inquiring about their health and safety, notifying them of WSU actions, and thanking them for their partnership.

- Recent Gifts Supporting Student Programs
 - Raider Camp: AT&T \$10,000
 - LGTBQA Resource Fair (postponed): Synchrony \$5,000; Lexis Nexis \$1,000
 - VMC Champion Garden: Cargill \$5,000
 - Wright Day to Give: DP&L \$2,500

- FY 20 Corporate Giving To Date: \$3.1 Million



FOUNDATION

Commitments per Fiscal Year by Area/Unit July 1, 2016 - March 31, 2020

Area/Program	2017	2018	2019	2020
Athletics	\$466,699.02	\$548,935.78	\$3,043,026.31	\$364,718.81
Colleges and Schools	\$6,368,073.77	\$4,837,818.80	\$4,812,024.55	\$4,391,842.82
CECS	\$994,639.68	\$1,465,699.26	\$524,682.79	\$855,152.76
CEHS	\$110,049.85	\$66,036.84	\$85,999.53	\$174,551.37
COLA	\$785,170.57	\$919,476.42	\$1,299,240.61	\$375,429.56
CONH	\$1,554,733.89	\$213,048.99	\$303,796.20	\$1,316,929.07
COSM	\$558,985.26	\$163,270.88	\$170,317.97	\$342,607.91
LAKE	\$255,659.92	\$227,019.92	\$309,280.16	\$90,750.61
RSCB	\$810,209.59	\$264,255.24	\$483,631.18	\$416,420.09
BSOM	\$1,181,537.01	\$1,483,414.33	\$1,606,294.42	\$792,753.74
SOPP	\$117,088.00	\$35,596.92	\$28,781.69	\$27,247.71
Student Affairs	\$146,757.39	\$365,708.73	\$129,781.39	\$120,206.79
University Libraries	\$67,115.31	\$287,080.69	\$544,886.26	\$132,117.42
University Wide	\$1,805,247.41	\$1,105,244.42	\$543,330.47	\$1,148,090.37
Grand Total	\$8,853,892.90	\$7,144,788.42	\$9,073,048.98	\$6,156,976.21

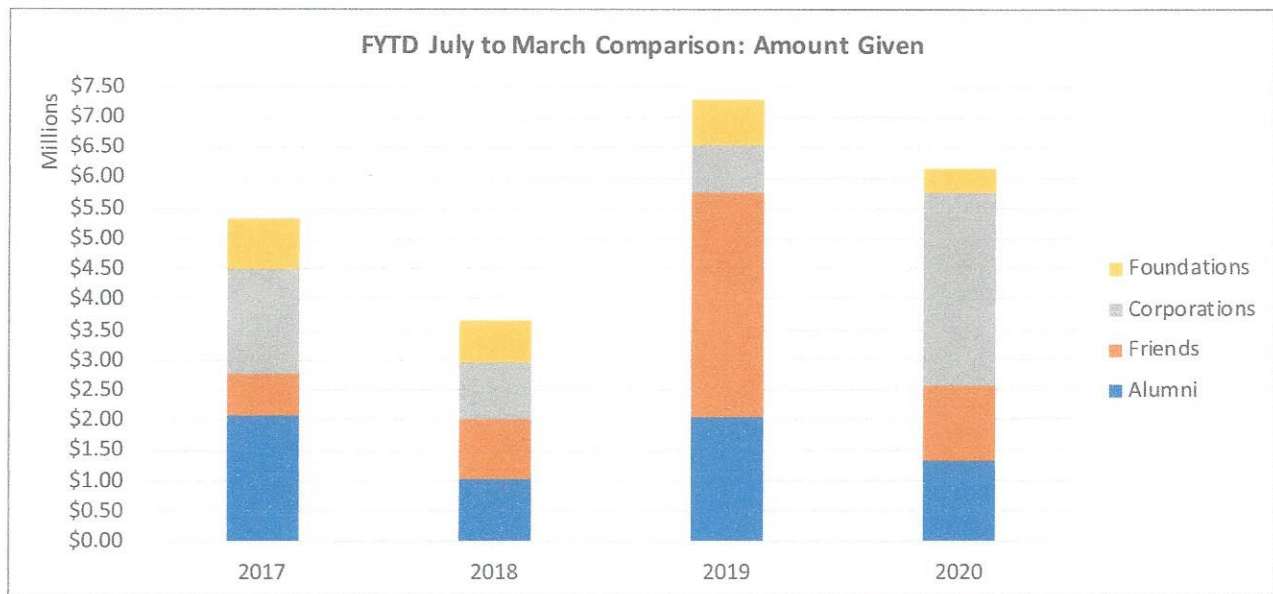
This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.



FOUNDATION

Commitments per Fiscal Year by Source: Dollars FYTD Comparison July 1, 2016 - March 31, 2020

FYTD Jul-Mar	Alumni	Friends	Corporations	Foundations	Grand Total
2017	\$2,062,343.17	\$707,017.10	\$1,741,140.00	\$825,985.60	\$5,336,485.87
2018	\$1,009,585.64	\$1,009,834.18	\$938,914.53	\$706,866.76	\$3,665,201.11
2019	\$2,029,009.67	\$3,721,411.49	\$797,310.80	\$747,735.61	\$7,295,467.57
2020	\$1,328,147.28	\$1,252,594.69	\$3,183,163.66	\$393,070.58	\$6,156,976.21



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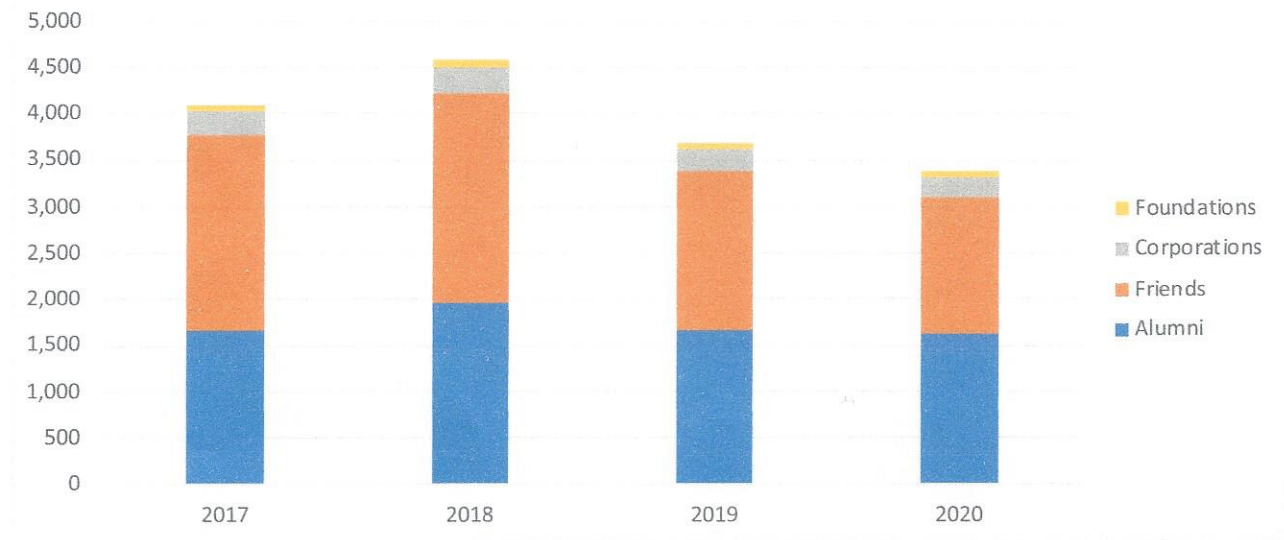


FOUNDATION

Commitments per Fiscal Year by Source: Donors FYTD Comparison July 1, 2016 - March 31, 2020

FYTD Jul-Mar	Alumni	Friends	Corporations	Foundations	Grand Total
2017	1,662	2,102	265	71	4,100
2018	1,967	2,253	280	85	4,585
2019	1,664	1,729	222	74	3,689
2020	1,627	1,487	204	64	3,382

FYTD July to March Comparison: Number of Donors



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