

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
January 2020**

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# Alumni Relations Report

## January 2020

### **Alumni Survey**

The Wright State Alumni Association has signed with higher education survey company Alumni Attitudes to conduct a comprehensive alumni survey. The survey will be launched in February 2020. The survey will be marketed to alumni via a postcard campaign, a video emailed to alumni from Dr. Edwards and an email campaign from the Alumni Association. 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 early 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](http://festivalofflight.org).

### **Wright State Magazine**

*In mailboxes mid-March*

### **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.

### **Feature 1: Alicia Rodis, alumna**

Alicia is the Intimacy Coordinator for HBO. As such, she works internationally on set to help implement best practices to address scenes of intimacy in a safe and effective manner. She co-founded Intimacy Directors International (IDI) in 2015. She studied in the BFA Acting program here at WSU from 2000 to about 2006.

### **Feature 2: Stevie Kremer, faculty/alumna**

A story about faculty member Stevie Kremer and the book she wrote about local Holocaust survivor Samuel Heider who recently just passed away.

### **Feature 3: Michelle Rouch, alumna**

Michelle Rouch is an internationally known aviation artist, though she studied engineering at WSU. Her painting of Amazon founder Jeff Bezos went up for auction in the 6 figures and caught the attention of Bezos himself. Her husband is also an alum. She is interested in helping further STEM students.

### **Athletics Story: Team Impact with baseball and golf teams**

The story highlights WSU's relationship with Team Impact, a nonprofit that connects children facing serious and chronic illnesses with local college athletic teams, forming lifelong bonds and life-changing outcomes. WSU currently has two kids signed to WSU athletic teams.

### **Next issue: Fall 2020**

Content will include: Introduction of Dr. Sue Edwards *and* 50th anniversary of Bolinga Black Cultural Resources Center.

## **'67 Society and Student Engagement**

### **Thanks for Giving / Student Donor Dessert Reception**

This year, we decided to recognize and reward student donors from the Wright Day to Give in an effort to retain them as donors in their remaining years as students, and as alumni. We had 54 student donors this year, and roughly one dozen were able to attend an event held on 11/15 to enjoy pie, and hear from our Student Development Officers about the spirit of Philanthropy.

### **Raider Roundup**

Raider Roundup is a pep rally held before the home MBB game against NKU. This year, we had over 30 volunteers and over 750 guests attend. This event has giveaways for the student section, raffles, food, live performances, a spirit station for signs and face paint, and more. We encourage students, alumni, and friends of Wright State to celebrate being a WSU Raider with us.

### **Senior Week: Life After Wright State**

\*Tuesday, April 7<sup>th</sup>: Wandering Griffin Happy Hour

Wednesday, April 8<sup>th</sup>: Student-Alumni Networking Dinner in conjunction with Career Services

\*Thursday, April 9<sup>th</sup>: Senior Picnic

Friday, April 10<sup>th</sup>: Senior Cornhole Tournament in conjunction with Campus Recreation

\*Friday, May 1<sup>st</sup>: Senior Toast with President Sue Edwards

\*Dates subject to change

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.

### **UPCOMING EVENTS:**

Saturday, February 8: Alumni Beer Tasting

Saturday, February 29: Rowdy Gras

Monday, March 9-10: Horizon League Basketball Championship

Saturday, April 18: Alumni Service Day

Saturday, April 25-26: Michigan Wine Tour

May, 2020: Wright State Alumni Norwegian Cruise from NYC to Bermuda

Sunday, May 17: Kings Island Day

Thursday, July 30: Legacy Golf Outing

Friday, August 28-29: Chicago Summer Bus Tour

Friday, September 11-13: Bourbon Tour 10<sup>th</sup> Anniversary

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

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

See more details at [WrightStateAlumni.com](http://WrightStateAlumni.com)

## Fundraising Report January 2020

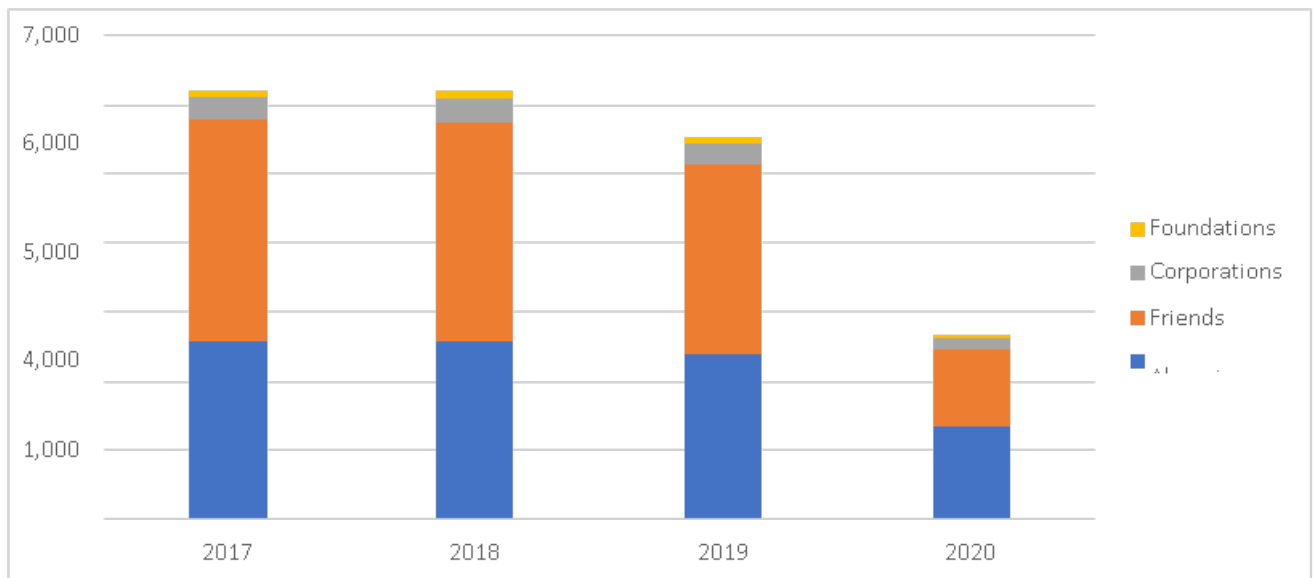
### Commitments per Fiscal Year by Area/Unit July 1, 2016 – December 31- 2019

Area/Program	2017	2018	2019	2020
<b>Athletics</b>	<b>\$466,699.02</b>	<b>\$548,935.78</b>	<b>\$3,043,026.31</b>	<b>\$274,787.81</b>
<b>Colleges and Schools</b>	<b>\$6,368,073.77</b>	<b>\$4,837,818.80</b>	<b>\$4,802,024.47</b>	<b>\$1,366,827.86</b>
CECS	\$994,639.68	\$1,465,699.26	\$524,682.71	\$425,420.03
CEHS	\$110,049.85	\$66,036.84	\$85,999.53	\$166,092.00
COLA	\$785,170.57	\$919,476.42	\$1,299,240.61	\$137,775.03
CONH	\$1,554,733.89	\$213,048.99	\$303,796.20	\$68,806.45
COSM	\$558,985.26	\$163,270.88	\$170,317.97	\$66,762.91
LAKE	\$255,659.92	\$227,019.92	\$309,280.16	\$80,714.61
RSCB	\$810,209.59	\$264,255.24	\$473,631.18	\$178,049.09
BSOM	\$1,181,537.01	\$1,483,414.33	\$1,606,294.42	\$216,507.74
SOPP	\$117,088.00	\$35,596.92	\$28,781.69	\$26,700.00
<b>Student Affairs</b>	<b>\$146,757.39</b>	<b>\$365,708.73</b>	<b>\$129,781.39</b>	<b>\$73,179.64</b>
<b>University Libraries</b>	<b>\$67,115.31</b>	<b>\$287,080.69</b>	<b>\$544,886.26</b>	<b>\$20,709.42</b>
<b>University Wide</b>	<b>\$1,830,342.41</b>	<b>\$1,117,709.92</b>	<b>\$565,980.55</b>	<b>\$516,891.25</b>
<b>Grand Total</b>	<b>\$8,878,987.90</b>	<b>\$7,157,253.92</b>	<b>\$9,085,698.98</b>	<b>\$2,252,395.98</b>

## Commitments per Fiscal Year by Source: Donors

July 1, 2016 – December 31, 2019

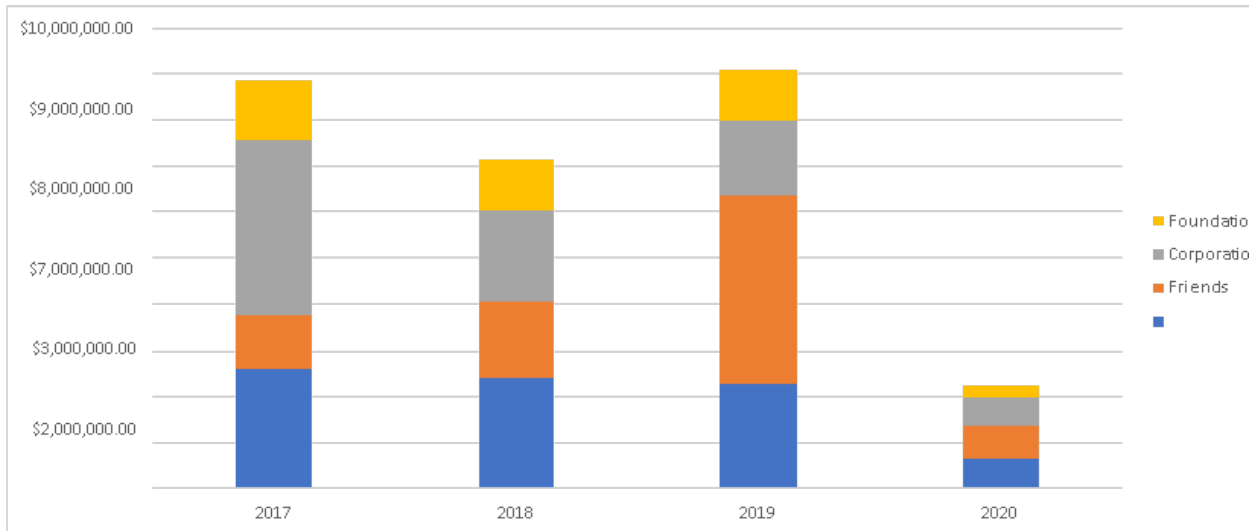
Fiscal Year	Alumni		Friends		Corporations		Foundations		Total No of Donors
	No of Donors	%	No of Donors	%	No of Donors	%	No of Donors	%	
2017	2,572	41.4%	3,199	51.4%	344	5.5%	103	1.7%	6,218
2018	2,593	41.7%	3,152	50.7%	343	5.5%	127	2.0%	6,215
2019	2,387	43.2%	2,721	49.2%	318	5.8%	102	1.8%	5,528
2020	1,342	50.5%	1,121	42.1%	154	5.8%	43	1.6%	2,660



## Commitments per Fiscal Year by Source: Dollars

July 1, 2016 – December 31, 2019

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total Amount Given
	Amount Given	%	Amount Given	%	Amount Given	%	Amount Given	%	
2017	\$2,588,015.53	29.1%	\$1,179,694.68	13.3%	\$3,818,158.88	43.0%	\$1,294,123.81	14.6%	\$8,879,992.90
2018	\$2,438,334.79	34.1%	\$1,629,151.41	22.8%	\$1,971,859.79	27.5%	\$1,119,374.33	15.6%	\$7,158,720.32
2019	\$2,308,020.25	25.4%	\$4,032,127.03	44.4%	\$1,682,944.89	18.5%	\$1,063,206.81	11.7%	\$9,086,298.98
2020	\$658,718.10	29.2%	\$699,099.79	31.0%	\$639,098.84	28.4%	\$255,489.25	11.3%	\$2,252,405.98



**WRIGHT STATE UNIVERSITY FOUNDATION, INC.****Report of Total Receipts: Cash and Gifts-in-Kind  
For the Month Ended December 31, 2019 and 2018****MONTH-TO-DATE**

GIFT SOURCE	DECEMBER 2019		DECEMBER 2018		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	476	\$150,990	466	\$154,497	2%	-2%
Corporations	37	53,329	34	97,963	9%	-46%
Foundations and Organizations	13	428,405	18	620,965	-28%	-31%
Friends	339	202,901	435	156,100	-22%	30%
<b><i>SUBTOTAL CASH RECEIPTS</i></b>	<b>865</b>	<b>\$835,625</b>	<b>953</b>	<b>\$1,029,525</b>	<b>-9%</b>	<b>-19%</b>
Gifts-in-kind	3	2,181	4	33,260	-25%	-93%
<b><i>TOTAL ALL RECEIPTS</i></b>	<b>868</b>	<b>\$837,806</b>	<b>957</b>	<b>\$1,062,785</b>	<b>-9%</b>	<b>-21%</b>

**FISCAL-YEAR-TO-DATE**

GIFT SOURCE	FY2020		FY2019		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	1,251	\$744,330	1,423	\$523,388	-12%	42%
Corporations	156	869,858	140	1,052,358	11%	-17%
Foundations and Organizations	44	761,422	49	1,130,735	-10%	-33%
Friends	720	2,662,928	972	525,876	-26%	406%
<b><i>SUBTOTAL CASH RECEIPTS</i></b>	<b>2,171</b>	<b>\$5,038,538</b>	<b>2,584</b>	<b>\$3,232,357</b>	<b>-16%</b>	<b>56%</b>
Gifts-in-kind	20	64,531	11	77,656	82%	-17%
<b><i>TOTAL ALL RECEIPTS</i></b>	<b>2,191</b>	<b>\$5,103,069</b>	<b>2,595</b>	<b>\$3,310,013</b>	<b>-16%</b>	<b>54%</b>

## **Development Report January 2020**

### **Planned Giving Update**

FY20 Planned Giving Progress:

Three bequest intentions with a total value of \$131,000 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. This includes a significant estate that was committed in the Rise. Shine. Campaign. It took over two years to close out the estate after the donor's death. The total received from the estate was \$2,463,028.26. This will provide significant scholarship assistance to students in the College of Engineering.

We have four gift expectancies we are waiting for disbursements from and the total value of these for estates is \$2,030,000.

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.

### **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

30 day results FY20	\$42,681	193 gifts
30 day results FY19	\$39,825	201 gifts
30 day results FY18	\$31,819	272 gifts
30 day results FY17	\$36,560	248 gifts
30 day results FY16	\$24,147	220 gifts

**#GivingTuesday – Tuesday, December 3<sup>rd</sup>**

GivingTuesday is a global day of giving fueled by the power of social media and a collaboration that started in 2012. Wright State participated for the seventh year in a row in 2019.

This year, our campaign focused on two Raise Wright Crowdfunding projects and the Boonshoft School of Medicine day of giving. BSOM participated with a digital campaign targeted at alumni giving in addition to an on-campus event for BSOM medical students over the lunch time hours on the 3<sup>rd</sup>.

#GivingTuesday Results

2019 (CY)	\$9,892, 80 donors
2018 (CY)	\$11,634, 115 donors
2017 (CY)	\$11,465, 86 donors
2016 (CY)	\$10,717, 129 donors
2015 (CY)	\$7,800, 75 donors

**2019 CSIC – Campus Scholarship and Innovation Campaign**

The 2019 CSIC campaign reporting year officially closed on December 31<sup>st</sup>, we raised \$443,029 from our faculty, staff, and retirees, however, had a 6% decrease in participation compared to 2018.

The 2020 faculty, staff, retiree campaign will launch Monday, March 16<sup>th</sup>, concluding on May 1.

## ***Discover Your Story: Archives Campaign Report*** **January 2020**

### **Project Update:**

- The Archives Team is collaborating with Facilities 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.
- We are within \$750,000 what we believe is needed to move forward with 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.
- Dawne Dewey, Bill Bigham and Sue Polanka and other have been actively reaching out to donor prospects and scheduling meetings to invite their participation in the campaign.

### **Gifts Committed to Date:**

- To date, we have pledges and resources totaling \$1,028,171 toward the project with another \$100,000 gift verbally committed and awaiting finalization.

### **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 January 2020

### Office of Corporate and Community Engagement January 2020

#### Selected Corporate Gift Activity

- Fifth Third Bank, \$50,000

Fifth Third Bank made a \$50,000 gift for the continued support of the Veteran and Military Center on behalf of the George B. Quatman Trust. The gift is designated for the Veterans Memorial Center (VMC) Champion Garden. This is a follow-on gift from their 2015 commitment of \$100,000 for the VMC from the Jacob G. Schmidlapp Trust.

- Local Corporate Partner, \$375,000

A longtime local corporate partner has pledged a gift of \$375,000 over five years to support the following projects:

- Archives Center Project: \$100,000
- RSCOB Degree Completion Program: \$175,000
- CECS Alternative Energy Senior Design Projects: \$50,000
- CECS Student Success Suite: \$50,000

This gift comes from a corporate partner who has been engaged with Wright State University since 1975, totaling over \$1 million in funding. A public announcement is forthcoming when the company rolls out their formal organizational announcement regarding annual gifts to the community.