

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
August 2020**

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## **Advancement Report Overview August 2020**

Despite the challenges presented by the current pandemic and the remote work environment, the Advancement Division concluded the 2020 Fiscal Year in strong fashion. We had our best fundraising year in terms of gifts and pledges since closing out the Rise.Shine Campaign in 2016.

Even though we continue to work remotely and have had limited face-to-face interaction with donors we have been active in engaging donors and alumni in other fashion. We are encouraged by the gift conversations that we continue to have with individuals and organizations that want to assist our students and partner with Wright State.

As we look to the remainder of this calendar year, our activities and our work have adapted to allow us to work toward the same objectives, but in a different way. For example, we have taken our alumni events to a virtual mode, which has allowed us to continue to engage alumni and opened up our participation to an even broader audience.

We are excited about the year ahead and look forward to overcoming the challenges presented by Covid 19 and impacting current and future students through our work.

# Alumni Relations Report

## August 2020

### Alumni Survey

The Alumni Association completed a full alumni survey in Spring 2020. We are in the process of reviewing the survey data and how that relates to our programming and events. Several reports have already been delivered to COSM, CECS and COLA about their particular alumni response. A full executive summary will be available in the fall.

### Wright State Magazine

The Fall 2020 issue of the Wright State Magazine will hit mailboxes in September. The content includes:

COVER STORY: Dr. Edwards profile, her first months in office

FEATURE #1: Bolinga Center celebrates 50 years

FEATURE #2: Brigid's Path founder, alumna

FEATURE #3: COVID-19—The shift to online learning

FEATURE #4: Two BSOM students who are working on the front lines in New Orleans and NYC.

STUDENT PROFILE: Brittany Urwin, corporate scholarship recipient

ALUMNI PROFILE: Alumni Achievement Award winners

### Networks and Societies

Started a new model for Network and Society budget funding and launched an updated website for groups to request funds for events and projects. We hope this will help make better use of the funds and encourage groups to plan ahead and get creative!

### '67 Society and Student Engagement

The 67 Society welcomed new students to campus with a short video explaining on-campus traditions and resources. The video will be posted on Engage as part of First Weekend.

### Past Events:

We have been holding a series of virtual events including:

- Virtual Alumni Career Fair
- Virtual Music Bingo
- Virtual Trivia
- Raider on the Rocks: Virtual Mixology Class

### UPCOMING EVENTS:

*The Alumni Association cancelled or postponed all **in-person** alumni and student events scheduled between March 12<sup>th</sup> and September 30<sup>th</sup> due to COVID-19.*

Homecoming week (Sept. 29-Oct. 3, 2020) schedule:

- Tuesday 5:30 p.m. - Virtual Town Hall meeting with President Edwards
- Wednesday 5:30 p.m. - Virtual Alumni Speaker Series with Eddie McClintock '91
- Thursday all day - Wright Day to Give
- Thursday 5:30 p.m. - Raider on the Rocks Virtual Mixology Class
- Friday (time TBD) - Virtual Trivia Night
- Saturday 8:00 p.m. - Drive-In Movie in lot 4

2021 events:

1/16/21- Sapphire Jubilee

2/27/21- Rowdy Gras

3/20/21- Amigos Latinos Gala

6/6/21- Wright State Day at Kings Island

6/10/21- Alumni Legacy Scholarship Golf Outing

4/17-26/21- Sunny Portugal Alumni Tour

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

# Development Report

## August 2020

### Planned Giving Update

FY20 Planned Giving Results:

- Four bequest intentions were documented with a total value of \$631,000. There was one bequest intention where the donor chose not to disclose the value of the gift.
- Six planned gifts were realized. The total value of these six planned gifts realized was just shy of \$2,650,000.
- We have four gift expectancies in process. The total value of these four estates is \$2,066,000.
- We are in conversation with twelve donors as they finalize their estate plans. The estimated known value for these bequest intentions is over \$12,000,000. One of these estate conversations should be finalized very soon. The value of this estate gift intention is \$72,500. Additionally, we have thirty 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.

### Student Emergency Relief Campaign

Due to the circumstances of COVID-19, the Annual Giving office in collaboration with the WSU Foundation and Alumni Association, launched a 30-day emergency relief campaign for student emergency relief funds.

Results: \$67,287, 529 donors

### Spring Direct Mail (FY20) Appeal

Spring Appeal featured President Edward's, this was the first appeal of its kind in many, many years as we didn't feature a student. Rather, with the continued COVID-19 environment, we shifted our appeal to focus on our student emergency needs and funds.

- 60 day results FY20    \$76,805            609 gifts
- 60 day results FY19    \$74,393            543 gifts
- 60 day results FY18    \$83,754            613 gifts

### **2020 CSIC – Campus Scholarship and Innovation Campaign**

The 2020 faculty, staff, retiree campaign was originally scheduled to launch on Monday, March 16<sup>th</sup>, with the university news in the week of March 9<sup>th</sup>, we postponed the launch to Monday, April 6<sup>th</sup>. However, with the continued COVID-19 situation, the CSIC campaign was once again postponed and multiple contingency plans put in place. CISC ran as a digital campaign during the month of May, condensed from seven weeks to four.

- 6/30/2020 Results    \$761,758    28% participation among Full-time Staff & Faculty
  - Includes a significant gift from Wright State Physicians
- 6/30/2019 Results    \$311,625    40% participation among Full-time Staff & Faculty
- 6/30/2018 Results    \$348,917    47% participation among Full-time Staff & Faculty

2020 results will be calculated through December 31, 2020.

### **The Wright Day to Give – October 1**

Wright State will host its fourth 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 will bring together ALL Raiders. Priority funds for WDTG will be two of our student emergency relief funds, diversity and inclusion, and a scholarship fund.

Additionally, we are incorporating a College Challenge that supports each colleges emergency fund.

- Remote Phonathon September 10 – October 1
- Digital launch: September 30
- Digital Day of Giving: October 1
- Virtual Events: Virtual events being planned for the week of September 28 – October 1

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

### **Fall Direct Mail Appeal**

The annual fall direct mail appeal will mail around November 9, focusing on student emergency relief funds.

## Office of Corporate and Community Engagement (OCCE) Update August 2020

### Corporate/foundation support to the university

- FY 20 Data
  - \$6,014,374 in gifts and pledges—representing 65% of all FY20 commitments
  - 119% increase in gifts and pledges from the previous year
  - \$2,218,026 in gifts and pledges to 109 distinct scholarships across all academic units

- Post Campaign Continued Corporate Support

During the Rise.Shine. Campaign for Wright State University (2008-2017), the Advancement team worked with corporate partners to expand their support across additional campus units, and were able to secure several major multiyear gift commitments. Since that time, the team has focused on stewarding those relationships and renewing their gift commitments for additional years. Several of these top corporate donors have committed to renewals for a combined total in excess of \$2.37 million, which will support scholarships, recruitment, and student and university programs.

### Quarterly Stewardship Messages

Quarterly stewardship messages continue to be emailed to Wright State corporate/foundation/community partners as an engagement tool, thanking them for their support of the university and providing news about current university activities.

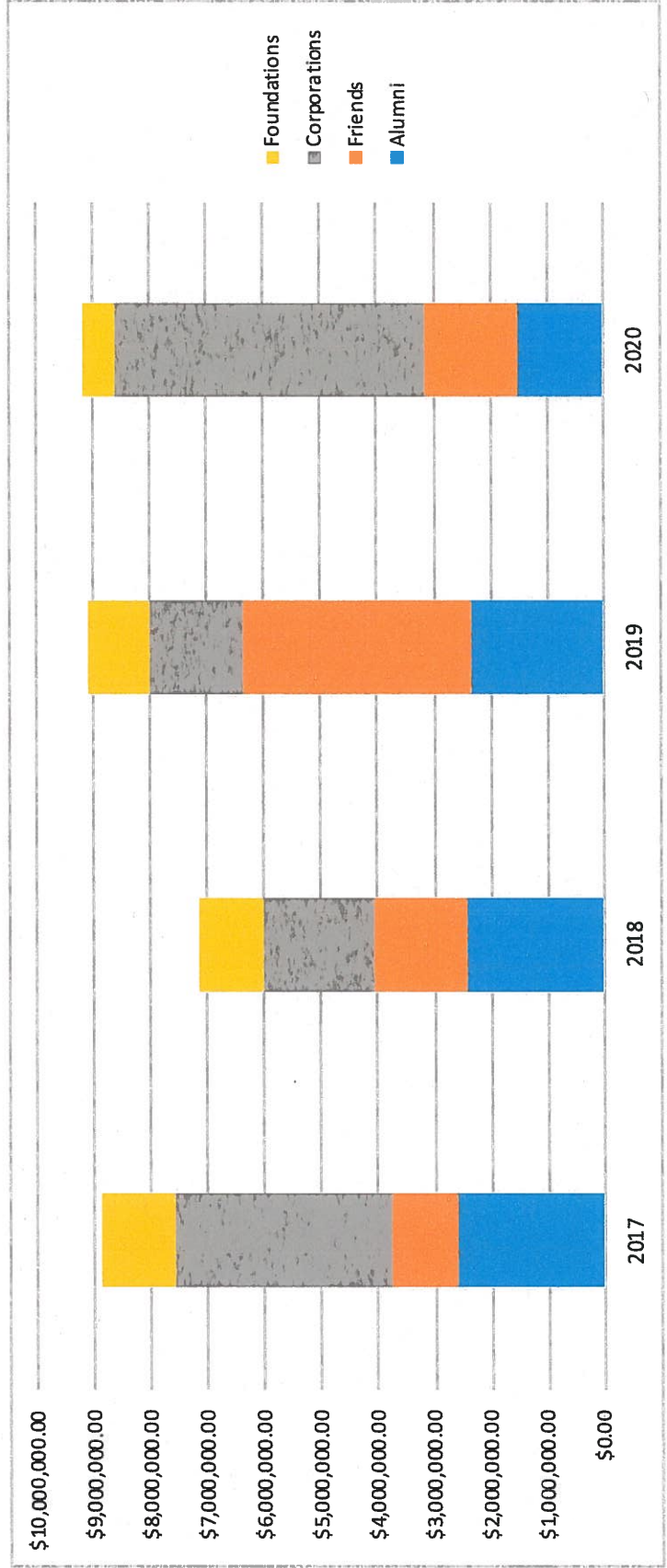
- The June message was sent to 112 individuals at 98 organizations, and featured the Student Emergency Relief Campaign and the WSU Foundation Annual Impact Report. The email had an impressive open rate of 23%.
- The August message is scheduled to go out the week of August 24 to approximately 230 individuals, and will feature campus reopening preparations, summary of FY 20 partnership support, and various newsroom articles about student/faculty activities.



# FOUNDATION

## Commitments per Fiscal Year by Source: Dollars July 1, 2016 - June 30, 2020

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total Amount Given
	Amount Given	%	Amount Given	%	Amount Given	%	Amount Given	%	
2017	\$2,589,125.53	29.2%	\$1,177,834.68	13.3%	\$3,818,158.88	43.0%	\$1,294,123.81	14.6%	\$8,879,242.90
2018	\$2,427,219.14	34.0%	\$1,621,056.94	22.7%	\$1,971,859.79	27.6%	\$1,119,374.33	15.7%	\$7,139,510.20
2019	\$2,309,772.26	25.4%	\$4,029,970.02	44.4%	\$1,682,944.89	18.5%	\$1,063,206.81	11.7%	\$9,085,893.98
2020	\$1,506,357.64	16.4%	\$1,657,193.11	18.1%	\$5,439,279.95	59.3%	\$575,094.57	6.3%	\$9,177,925.27



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





# FOUNDATION

## Commitments per Fiscal Year by Area/Unit July 1, 2016 - June 30, 2020

Area/Program	2017	2018	2019	2020
<b>Athletics</b>	\$466,699.02	\$548,935.78	\$3,043,026.35	\$379,964.56
<b>Colleges and Schools</b>	\$6,367,823.77	\$4,826,333.73	\$4,811,925.10	\$4,914,303.21
CECS	\$994,639.68	\$1,465,399.23	\$524,682.79	\$874,622.76
CEHS	\$255,212.35	\$108,265.89	\$148,111.82	\$216,283.08
COLA	\$756,816.07	\$910,274.29	\$1,265,760.77	\$697,356.56
CONH	\$1,554,733.89	\$211,998.99	\$303,796.16	\$1,372,229.07
COSM	\$558,985.26	\$163,035.88	\$170,317.88	\$354,297.25
LAKE	\$255,659.92	\$227,019.92	\$309,280.08	\$101,400.61
RSCB	\$810,209.59	\$263,950.20	\$483,631.18	\$444,510.09
BSOM	\$1,181,537.01	\$1,476,389.33	\$1,606,294.42	\$853,603.79
SO,PP	\$30.00		\$50.00	
<b>Student Affairs</b>	\$146,757.39	\$365,578.73	\$129,781.33	\$213,974.85
<b>University Libraries</b>	\$67,115.31	\$286,350.65	\$544,886.26	\$146,597.42
<b>University Wide</b>	\$1,804,747.41	\$1,098,545.41	\$543,174.94	\$3,522,985.23
<b>Grand Total</b>	\$8,853,142.90	\$7,125,744.30	\$9,072,793.98	\$9,177,825.27

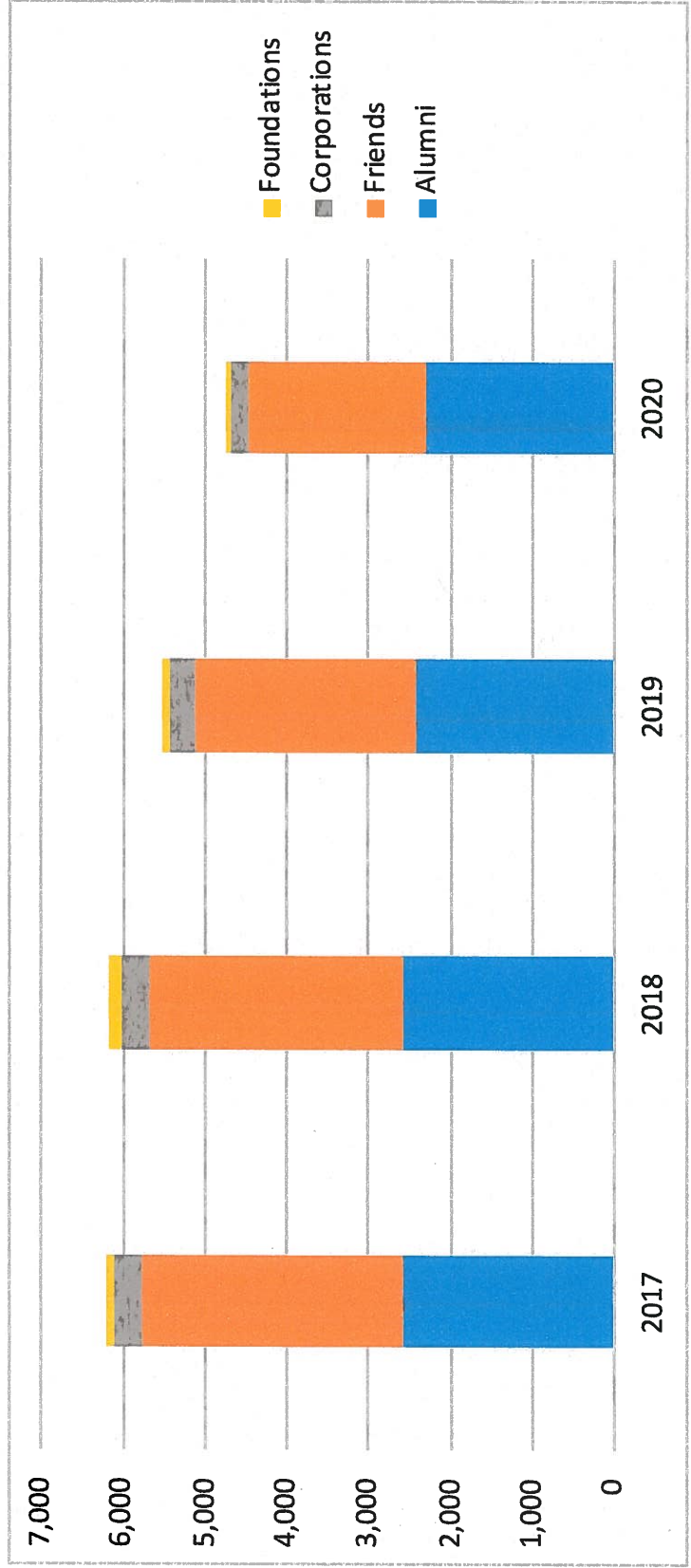
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# FOUNDATION

## Commitments per Fiscal Year by Source: Donors July 1, 2016 - June 30, 2020

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total No of Donors
	No of Donors	%	No of Donors	%	No of Donors	%	No of Donors	%	
2017	2,591	41.7%	3,179	51.1%	344	5.5%	103	1.7%	6,217
2018	2,572	41.7%	3,119	50.6%	343	5.6%	127	2.1%	6,161
2019	2,417	43.7%	2,688	48.7%	318	5.8%	102	1.8%	5,525
2020	2,294	48.2%	2,173	45.7%	220	4.6%	72	1.5%	4,759



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