

## **Advancement Report Overview**

### **January 2021**

The Advancement Division continues to engage donors and alumni in support of our students, despite the challenges Covid-19 has placed on our typical methods of working with individuals. We are excited to reach the halfway point of this challenging fiscal year ahead of last year in dollars and donors.

Our efforts have produced very positive results thus far. We will continue to build off of that momentum as we work hard to partner with donors and alumni in advancing the mission of the university.

The Advancement Staff has really worked hard to overcome the challenges Covid-19 has placed on our work so that we can assist students reach their goals of a high quality education.

## Alumni Relations Report January 2021

### Marketing/Communications

The Spring 2021 issue of the *Wright State Magazine* will hit mailboxes in April. The content includes:

FEATURE #1: Lindsay Aitchison, NASA space suit designer

FEATURE #2: Cody Commander, mental health officer for the U.S. Olympic team

FEATURE #3: The Guardian: Past, present and future

FEATURE #4: The Minnie Project, alumna renovates historic Dayton home

COVER STORY: The Change Makers: Interviews with Black alumni who are working to create change in their communities, are fighting racial injustice, or are working toward dismantling systemic racism in their careers, and building up Black communities stronger.

Dr. Michael Robertson, racial disparities in healthcare

Sierra Leone, Dayton poet

Robert "Bo" Chilton, IMPACT Community Action, Columbus

Dr. Andre Harris, only Black OB/GYN in Dayton: maternal mortality rates of Black women

Kenneth Bryant, Asst. Professor, Political Science, UT at Tyler

Dorian Buford, President of BSU

WSU Equity Task Force, Q&A

Nicole Carter, will write an article on POC safe spaces

Shirley Tucker, Dayton artist and youth probation officer

Libraries: anti-racism Library book recommendations

Nan Whaley, mayor of Dayton, declares racism a public health emergency

New scholarship stories: George Floyd and Retain the 9

STUDENT PROFILE: Carmen Asman, Biomedical Engineering, Senior

ALUMNI PROFILE: Mohamed Al-Hamdani, immigration lawyer

### Networks and Societies

- Working on ways for Networks and Societies to engage their demographics virtually in the new year. Also, working on virtual fundraising ideas for groups to raise money for their specific funds. Some groups are also establishing new scholarship funds as well.
- Our African American Alumni Society hosted a virtual celebration for the 50th Anniversary of the Bolinga Black Cultural Center

### Past Events:

We have been holding a series of virtual events including:

- Record breaking Wright Day to Give
- Virtual Homecoming Week
- Virtual Alumni Career Fairs

- Virtual Music Bingo
  - Including a very well attended holiday version!
- Virtual Rowdy Raider Ugly Sweater Coloring Contest
- Raider on the Rocks: Virtual Mixology Classes
- Alumni Speaker Series
  - 3 so far and more scheduled out tentatively through June 2021
- Alumni Service Week - our tradition of Alumni Service Day is going virtual this year! We are connecting alumni volunteers with remote opportunities to support three local nonprofits: SICSA Pet Adoption and Wellness Center, United Rehabilitation Services of Greater Dayton, and VITAS Healthcare.

Upcoming Events:

*The Alumni Association cancelled or postponed all in-person alumni and student events scheduled between March 12, 2020 and May 31, 2021 due to COVID-19.*

1/18/21	Virtual Alumni Service Week
2/12/21	Virtual Alumni Beer Tasting
TBD	Valentine's themed Raider on the Rocks
2/20/21	Virtual Raider Roundup – '67 Society event
2/25/21	Alumni Speaker Series featuring Tykiah Wright
4/8/21	Alumni Speaker Series featuring Dr. Michael Robertson
	-Multiple other ones in process of being scheduled through June 2021
(In-person events planned to resume June 1, 2021 pending health dept. orders)	
6/6/21	Wright State Day at Kings Island
6/10/21	Alumni Legacy Scholarship Golf Outing
TBD	Sapphire Jubilee – African American Alumni Society Event
9/25/21	Festival of Flight
10/1-2/21	Homecoming Weekend (Tentative)
10/16/21	Amigos Latinos Gala

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

## Development Report January 2021

### Planned Giving Update

FY21 Year-to-Date Planned Giving Results:

- Five bequest intentions have been secured so far totaling \$525,327.
- We have only realized one planned gift this fiscal year totaling a little over \$3,700.
- We have six gift expectancies in process. The total value of these four estates is \$2,086,000.
- We are in conversation with nine donors as they finalize their estate plans. The estimated known value for these bequest intentions is nearly \$12,000,000. Additionally, we have thirty individuals currently identified with active planned giving interests, but no bequest value has been determined.
- With the support of the Wright State University Foundation, we have launched a matching gift program to match estate gift intentions that are documented between November 2020 and December 31, 2021. So far, we have secured 3 estate gifts because of the match. These three estate intentions represent \$437,000 of \$525,000 total so far this year. Continued targeted marketing of the estate gift match will occur later March. Monthly it will be mentioned in the Planned Giving newsletter.

### 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 24, featured President Edwards, this was the second appeal of its kind this calendar year where 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.



## Strategies

- Continued to personalize, including suggested giving amounts based on historical giving
- Continued 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 FY21	\$58,261	368 gifts
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

### The Wright Day to Give – October 1

Wright State hosted its fourth annual giving day, a digital philanthropic challenge to our alumni, friends, parents, students, faculty and staff on October 1. Engaging with their alma mater, Wright State, for a day that will bring together ALL Raiders. Priority funds for WDTG were two of our student emergency relief funds, diversity and inclusion, and a scholarship fund.

Additionally, we incorporated a College Challenge that supported each colleges emergency fund.

- Remote Phonathon September 10 – October 1
- Digital launch: September 30
- Digital Day of Giving: October 1

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

### 2020 Results

- 1,023 Donors
- \$218,623

### 2019 Results

- 622 Donors
- \$64,430

### 2018 Results

- 550 Donors
- \$69,581

### 2017 Results (inaugural year)

- 548 Donors
- \$47,502

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

The 2020 CSIC campaign reporting year officially closed on December 31<sup>st</sup>, final results are still being calculated.

The 2021 faculty, staff, retiree campaign will launch in March.

## **Office of Corporate and Community Engagement Update**

### **FY Funding as of December 2020**

\$1,652,281.69 in corporate/foundation commitments representing 54.3% of all FY 21 commitments

- Corporate = \$1,150,571.03 (37.8% of total giving)
- Foundation = \$501,710.66 (16.5% of total giving)

### **Select Office Activities**

- **Christopher and Dana Reeve Foundation Grant**

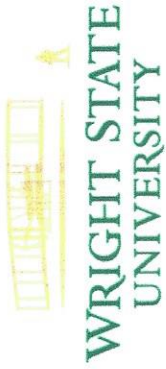
The Office of Corporate and Community Engagement has worked with the Office of Disability Services to maximize the relationship with the Reeve Foundation by establishing a systematic grant application process in conjunction with their two-year grant cycle.

- In December 2020, WSU was awarded a \$24,600 grant to purchase four all-terrain powered quad bikes designed for use by people with disabilities. The new equipment will expand quality of life opportunities for WSU students with disabilities by making new opportunities possible, such as exploration of outdoor spaces and participation in outdoor programming.
- This grant is the fourth that Wright State has received from the Reeve Foundation. The previous award of \$15,000 in 2018 funded the purchase of three robotic feeding devices for use by WSU students with disabilities needing feeding assistance.

- **Quarterly E-News to Corporate and Community Members**

Quarterly stewardship messages are emailed to Wright State corporate/foundation/community partners as an engagement tool, which is particularly critical during the pandemic. The contents include a “thank you” for their support of the university and provides news about current university activities.

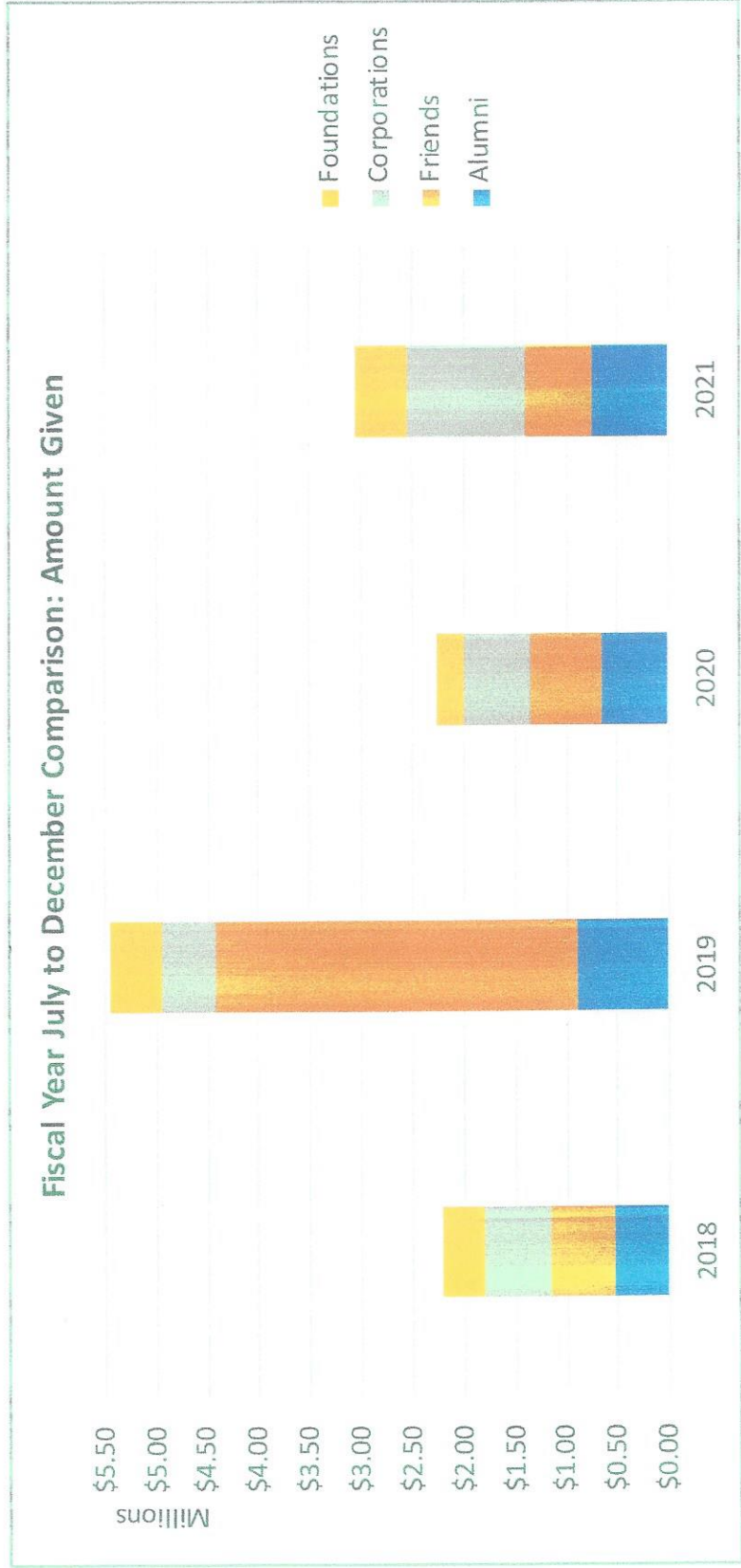
- The November message was sent to 272 corporate and community members with an open rate of 41%! The most popular articles were the announcements about WSU winning the Air Force contract to develop a cybersecurity workforce (ADMETE), and the article about the Andy Warhol display at the Stein Galleries.
- The next issue will be sent in February.



# FOUNDATION

## Commitments per Fiscal Year by Source: Dollars FYTD Comparison July 1, 2017 - December 31, 2020

FYTD Jul-Dec	Alumni	Friends	Corporations	Foundations	Grand Total
2018	\$540,166.06	\$605,813.62	\$654,179.55	\$421,073.29	\$2,221,232.52
2019	\$884,473.27	\$3,533,878.27	\$517,554.44	\$510,599.44	\$5,446,505.42
2020	\$660,455.35	\$697,362.54	\$639,098.84	\$257,489.25	\$2,254,405.98
2021	\$758,800.35	\$633,279.69	\$1,150,571.03	\$501,710.66	\$3,044,361.73



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

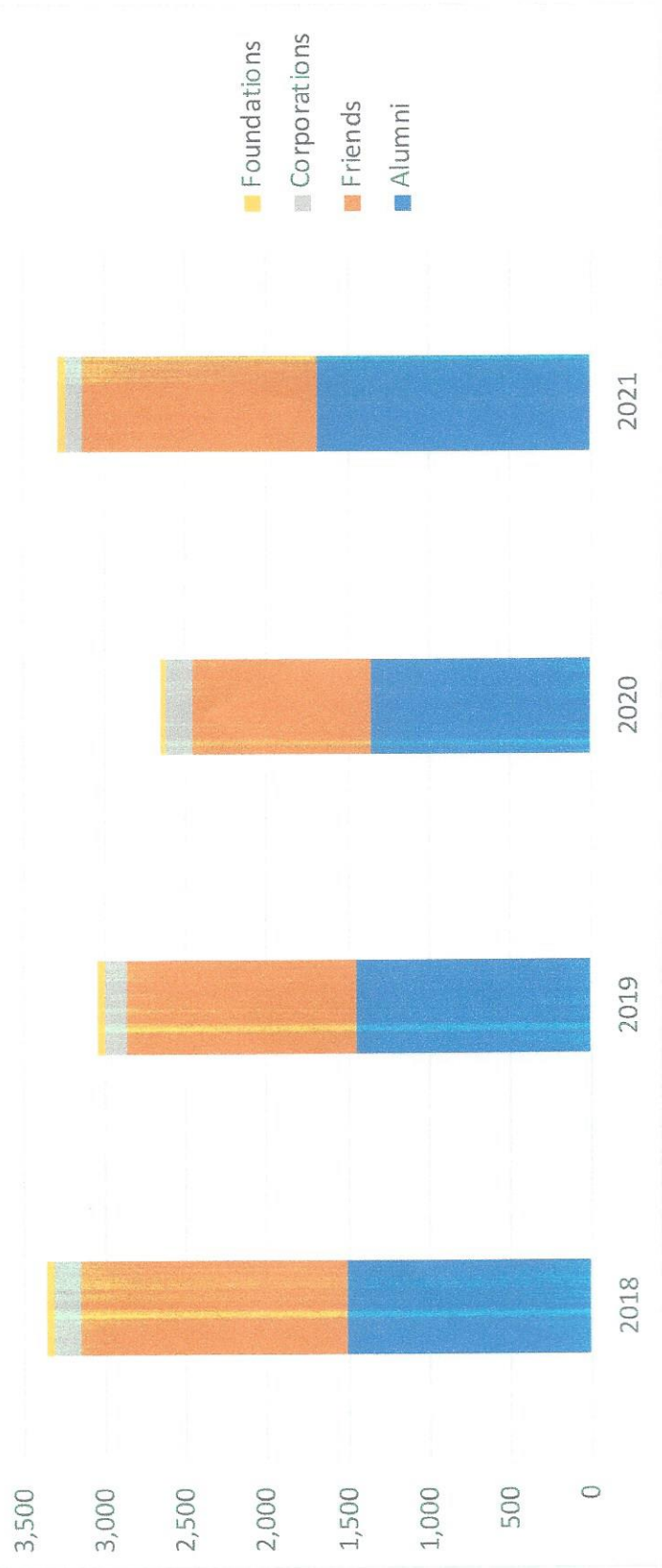




**Commitments per Fiscal Year by Source: Donors FYTD Comparison  
July 1, 2017 - December 31, 2020**

FYTD Jul-Dec	Alumni	Friends	Corporations	Foundations	Grand Total
2018	1,505	1,648	161	51	3,365
2019	1,452	1,412	134	50	3,048
2020	1,364	1,100	154	44	2,662
2021	1,686	1,453	105	43	3,287

**Fiscal Year July to December Comparison: Number of Donors**



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