

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
August 2021**

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Advancement Report Overview

August 2021

The Advancement Division closed out FY 21 on a strong note despite the many obstacles Covid caused to our normal fundraising processes. Our team worked really hard to overcome these obstacles and we are pleased with our overall results.

We saw our third straight year of increased fundraising results securing over \$9.4 million in gifts, pledges, gifts-in-kind and deferred estate commitments.

We also focused our efforts on increasing the number of donors over the previous year. We were able to successfully reverse the trend of fewer donors annually, seeing a 6% increase in the number of donors fiscal year 21 as compared to fiscal year 20.

We are back to more normal operations and the current fiscal year is off to a strong start. We are excited about the gift discussions we are currently having and we are excited about the events we are planning as a means to engage our constituents in support of students.

Alumni Relations Report

August 2021

Marketing/Communications

The Fall 2021 issue of the *Wright State Magazine* will hit mailboxes in September.

The next issue of the alumni magazine will be in Spring 2022.

Networks and Societies

- The Veteran and Military Alumni Society (VMAS) has a 1st annual Golf Outing in August
- The LGBTQ+ Alumni Society participated in 3 Pride Events in June passing out WSU info
- GradX (young alumni) Sold out a patio event at the Dayton Dragons Stadium
- The Fraternity and Sorority Alumni Society is helping fraternities and sororities with Fall Recruitment initiatives
- The African American Alumni Society is working diligently on Sapphire Jubilee, scheduled for Oct. 2nd. This is their signature, black tie optional, fundraiser.
- The Social Work Alumni Society awarded 3 scholarships

Volunteer Opportunities

- The Alumni Association volunteer program is getting back on its feet with some exciting opportunities! The Legacy Golf Outing was the first event for which we've recruited volunteers in over a year. We also continue to offer remote opportunities, such as our Prospective Student postcard program, in which 39 volunteers wrote postcards to over 400 high school students admitted to Wright State. Upcoming opportunities include becoming a social media ambassador for the upcoming Wright Day to Give, which can be done remotely. In-person opportunities will include volunteering at the Festival of Flight on September 25th and Alumni Service Day on November 6th, both of which are up on our VolunteerHub!

Past Events:

- Alumni Grad Fest - 149 student participants
- Golf Outing – Successfully raised around \$15K for the Alumni Legacy Scholarship from over 80 golfers.
- Raider on the Rocks: Virtual Mixology Classes - Awesome turn out for Cinco De Mayo and Summer Grillin' Cocktails events, averaging around 35 attendees per event.
- Alumni Speaker Series – Starting back up in September
 - April- Michael Robertson – 30 attendees
 - June - Joshua Stuckey – 25 attendees

UPCOMING EVENTS:

- 8/28/21 VMAS Golf Outing
- 9/10 to 9/12 Bourbon Tour
- 9/25/21 Festival of Flight
- 10/1/21 Wright Day to Give
- Working on Multiple initiatives for this including how to celebrate our 50th Anniversary of the Alumni Association
 - Also working on strategic plan to revitalize Alumni Grove
- 10/1 to 10/2 Homecoming Weekend
- Friday:
- Alumni Achievement Awards
 - Trivia Night
- Saturday:
- Scholarship Brunch
 - Sapphire Jubilee
- 10/21/21 Virtual Alumni Speaker Series celebrating the 50th anniversary of the Alumni Association (speakers include 1st alumni director and several charter members)
- 11/6/21 Alumni Service Day
- 12/15/21 Alumni Night at the Game Celebrating WSUAA 50th and Rowdy's Birthday
- Spring 2022 Amigos Latinos Gala

See more details at WrightStateAlumni.com

Development Report August 2021

Planned Giving Update

FY 21 Planned Giving Results and FY 22 Update:

- Eleven bequest intentions were secured totaling \$2,039,000.
- Four estate gifts were realized in the last fiscal year totaling a little over \$107,000.
- We have four gift expectancies in process at the close of the last fiscal year. The total value of these estates is in excess of \$2,100,000.
- We are in conversation with several donors with estate gift commitments very close to being finalized.
- Already in fiscal year 22 we have added another deferred testamentary commitment with a stated value of \$750,000.

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.

Spring Direct Mail (FY21) Appeal

Spring Appeal yet again featured President Edward's, focused on the continued COVID-19 environment and looking to the future, our appeal focused on our student emergency needs and funds.

| | | |
|-----------------------|----------|-----------|
| ➤ 60 day results FY21 | \$88,833 | 528 gifts |
| ➤ 60 day results FY20 | \$76,805 | 609 gifts |
| ➤ 60 day results FY19 | \$74,393 | 543 gifts |
| ➤ 60 day results FY18 | \$83,754 | 613 gifts |

2021 CSIC – Campus Scholarship and Innovation Campaign

The 2021 faculty, staff, retiree campaign kicked off on March 8 and concluded on April 30. With the continued COVID-19 situation, the CSIC campaign once again was a digital campaign. All gifts are calculated on a calendar year.

- 6/30/2021 Results \$172,2999 30% participation among Full-time Staff & Faculty
- 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

2021 results will be calculated through December 31, 2021.

The Wright Day to Give – October 1

Wright State will host its fifth 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 and Lakers. Each college will have a campaign as well as six other areas of campus including, athletics, diversity and inclusion, academic life, student life, student hardship, and the Alumni Association.

We will have several challenges including a student organization and college challenge.

- Phonathon September 9 – September 30
- Digital launch: September 30
- Digital Day of Giving: October 1

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

Fall Direct Mail Appeal

The annual fall direct mail appeal will mail around November 10, focusing college priority funds.

Office of Corporate and Community Engagement Update

FY21 Funding Totals

Gift commitments from 176 corporations and 60 foundations totaling \$2,333,541.40, representing 24.79% of all FY 21 commitments to Wright State:

- Corporate = \$1,483,908.71 (15.7% of total giving)
- Foundation = \$849,632.78 (9% of total giving)

Select Office Activities

- **Quarterly E-News for 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 provide news about current university activities. Open rates are impressive, ranging from 23-41%. The May message was sent to approximately 300 corporate and community members. Featured Dayton Campus and Lake Campus information/articles included:

- Spring issue of Wright State Magazine
<https://www.wrightstatealumni.com/news/wright-state-magazine>
- Spring Commencements
<https://webapp2.wright.edu/web1/newsroom/2021/05/01/nearly-1900-students-graduate-at-wright-states-2021-spring-commencements/>
- Wright State’s Moody Upgraded Rating
<https://webapp2.wright.edu/web1/newsroom/2021/05/14/wright-state-gets-ratings-upgrade-from-moodys/>
- New College of Health, Education and Human Services
<https://webapp2.wright.edu/web1/newsroom/2021/02/22/wright-states-college-of-health-education-and-human-services-will-open-next-fall/>

- **Web Page Featuring Branding Opportunities**

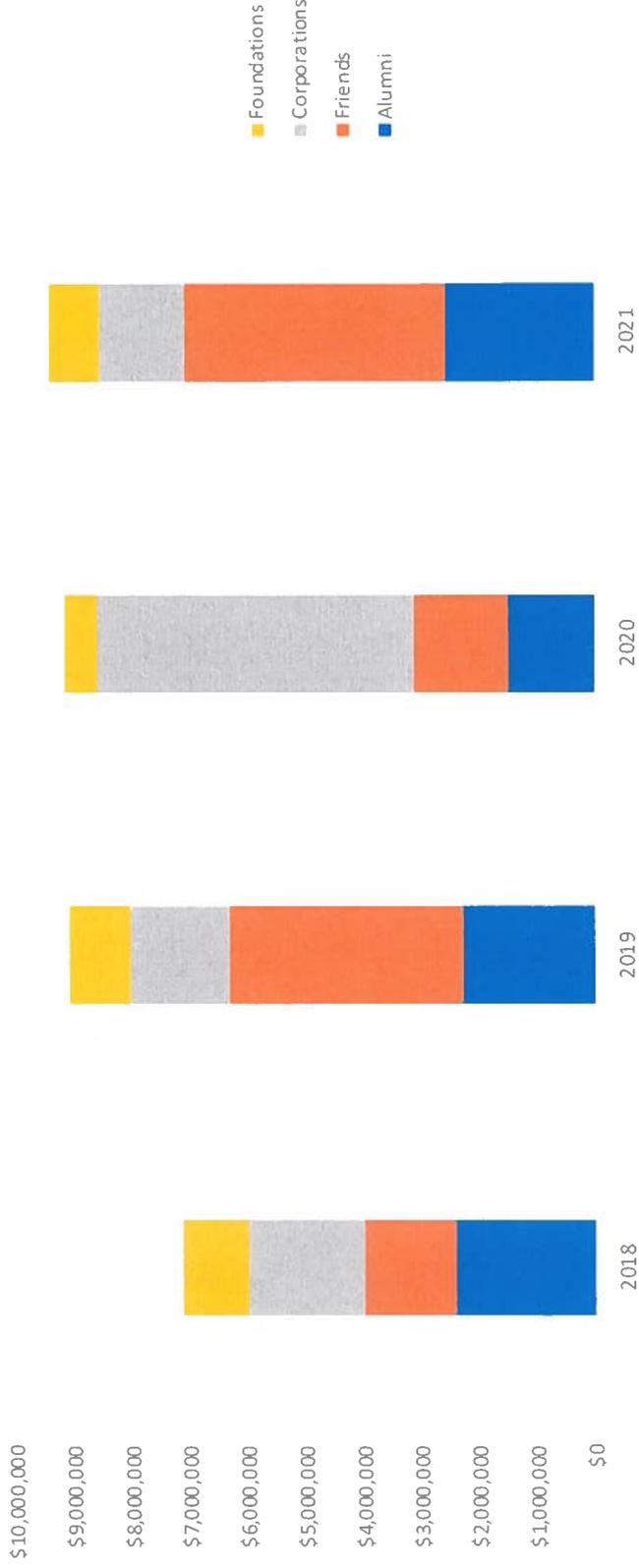
A Web page is under construction that will feature annual campus activities that generally solicit corporate and community sponsorships. Featured projects will be well-established and/or new programs that support high numbers of students and/or have a large community reach, which translates to a significant ROI for organizations wishing to expand their brand. For example: Festival of Flight, Raider Camp, Wright Day to Give, ArtsGala. Each project will contain a brief description and links to additional information. The page is expected to be completed Fall Semester.



FOUNDATION

Commitments per Fiscal Year by Source: Dollars July 1, 2017 - June 30, 2021

| Fiscal Year | Alumni | | Friends | | Corporations | | Foundations | | Total Amount Given | |
|-------------|----------------|-------|----------------|-------|----------------|-------|----------------|-------|--------------------|---|
| | Amount Given | % | Amount Given | % |
| 2018 | \$2,410,116.34 | 33.9% | \$1,618,159.74 | 22.7% | \$1,983,859.79 | 27.9% | \$1,107,374.33 | 15.6% | \$7,119,510.20 | |
| 2019 | \$2,306,164.26 | 25.4% | \$4,027,578.02 | 44.4% | \$1,700,194.89 | 18.7% | \$1,045,956.81 | 11.5% | \$9,079,893.98 | |
| 2020 | \$1,509,125.65 | 16.5% | \$1,649,950.10 | 18.0% | \$5,453,029.95 | 59.4% | \$561,344.57 | 6.1% | \$9,173,450.27 | |
| 2021 | \$2,569,464.23 | 27.3% | \$4,525,642.43 | 48.0% | \$1,483,908.71 | 15.7% | \$849,632.78 | 9.0% | \$9,428,648.15 | |



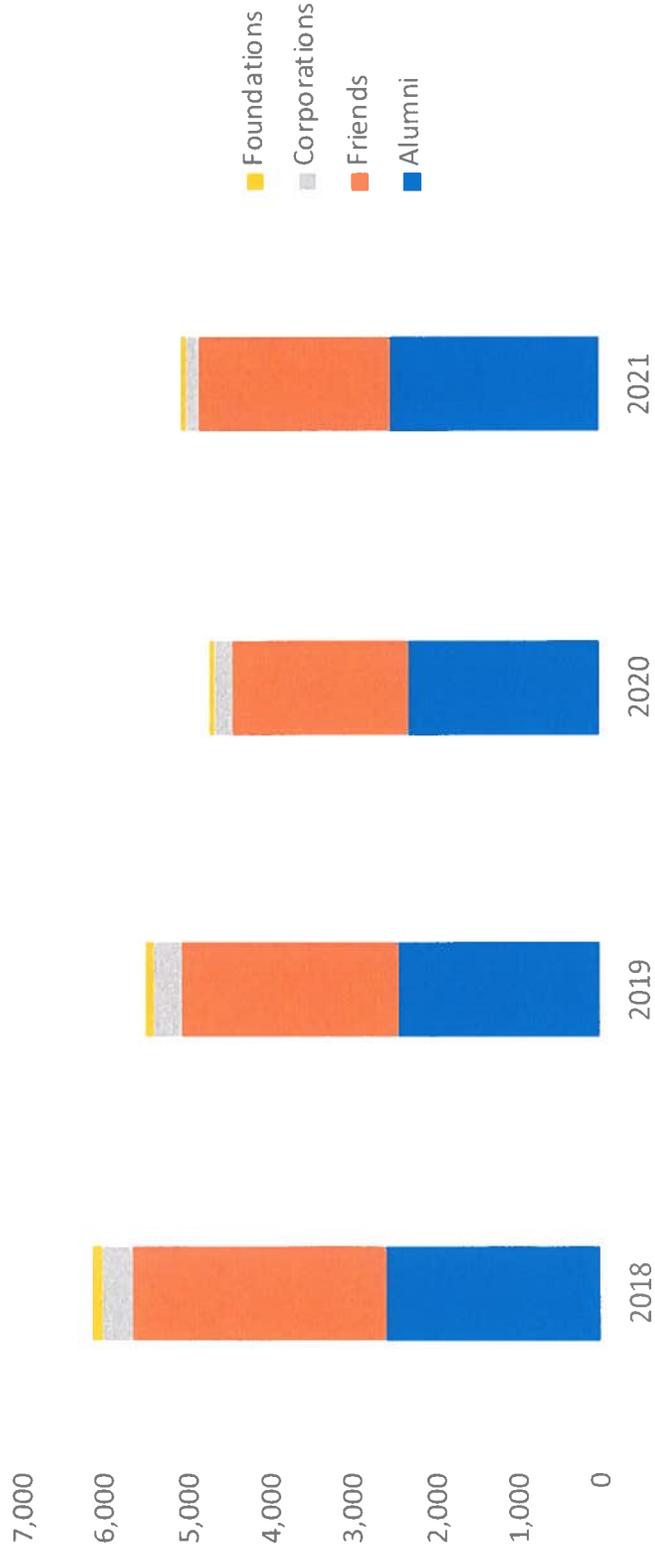
This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.



FOUNDATION

Commitments per Fiscal Year by Source: Donors July 1, 2017 - June 30, 2021

| Fiscal Year | Alumni | | Friends | | Corporations | | Foundations | | Total No of Donors |
|-------------|--------------|-------|--------------|-------|--------------|------|--------------|------|--------------------|
| | No of Donors | % | No of Donors | % | No of Donors | % | No of Donors | % | |
| 2018 | 2,598 | 42.2% | 3,093 | 50.2% | 346 | 5.6% | 124 | 2.0% | 6,161 |
| 2019 | 2,443 | 44.2% | 2,660 | 48.2% | 323 | 5.8% | 97 | 1.8% | 5,523 |
| 2020 | 2,322 | 48.8% | 2,144 | 45.1% | 223 | 4.7% | 69 | 1.5% | 4,758 |
| 2021 | 2,538 | 49.8% | 2,320 | 45.5% | 176 | 3.5% | 60 | 1.2% | 5,094 |



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