

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
March 2022**

	PAGE
1. Advancement Report Overview	2
2. Alumni Relations	2
3. Planned Giving	4
4. Annual Giving	4
5. Fundraising	6

Advancement Report Overview

March 2022

We have already surpassed our fundraising total in gifts and commitments for last year which makes this the fourth year in a row of increased giving over the previous year. In past years, much of our fundraising results came in the last few months of the year. For FY 2022, it seems to be frontloaded to the first half of the fiscal year. This is our best fundraising year since 2016.

We continue to actively engage donors for various areas of campus. The Advancement team is working hard to build relationships and get more people involved in support of the institution. We have been able to host some events after a two-year hiatus, which has been a great addition to our work in developing relationships. We are excited about some conversations that are starting to bubble and will hopefully yield some great results either in this fiscal year or the fiscal year to come.

Alumni Relations Report

March 2022

We hosted several pre-game tailgates prior to the Horizon League tournament and the NCAA first four engaging hundreds of fans. Several of these events even made the news with over 2 minutes of video interviewing our fans at the pre-game events.

Marketing/Communications

- Spring Magazine is scheduled to hit mailboxes mid-April, 2022. The theme is innovations.
- We had the most social media engagement, especially with the basketball teams recent winning/NCAA run, we've had in recent times.
- Working on 22-23 Fiscal communications plan/theme in conjunction with Annual Giving to try to improve rapport with our alumni and be more engaging. Some tactics will include increased video content, social content, and events to participate in both in person and virtually.
- Plans have started to be drafted in each of the areas with corresponding timelines and budgets.
- Working on strategies to keep new grads engaged immediately upon graduation.
- Working to standardize some practices and our external brand voice.
- Working on identifying more key alumni to feature and engage with, with a special focus on Raider Owned Businesses.
- Successfully executed our signature event Rowdy Gras, our alumni beer tasting, and multiple basketball pre game parties. We are currently in process of planning our golf outing in which we are happy to report all major sponsorship slots have been filled.

- Our scholarship committee is currently in process of evaluating candidates to award our 8 Alumni Legacy Scholarships to.
- Movement is being made to improve and revive our Alumni Grove project. A marketing campaign as well as strategic plan is being put together.
- Next year's event calendar has been created and corresponding marketing and communication plans are beginning to be crafted.

Networks and Societies:

- The Veteran and Military Alumni Society (VMAS) held their inaugural March Madness Cornhole Tournament on Saturday March 19th. With over 40 in attendance, VMAS was able to raise over \$3000 that will go to the Veteran and Military Center's Champion Garden Fund.

Past events:

2/5 - Alumni Beer Tasting 104 attendees
 2/19 – Rowdy Gras 154 attendees
 3/7-8 – Horizon League tournament pre-games – 112
 3/16 – NCAA First Four pre-game - 150

Upcoming events:

4/9 - Spring Alumni Service Day
 4/21 - 2022 Spring Grad Fest
 4/29 and 4/30 - 2022 Spring Commencements
 6/9 – Annual Legacy Golf Outing
 6/9 – Hire Ohio alumni-only career fair
 6/12 – Wright State Day at Kings Island
 7/29-31 – Chicago Bus Tour
 10/8 - Amigos Latinos Gala

Planned Giving Report March 2022

FY 22 Update:

- ☐ To-date, we have secured 6 estate gift intentions so far totaling just under \$6,500,000.
- ☐ Four estate gifts have been realized totaling nearly \$460,000.
- ☐ We have four gift expectancies currently in process. The total value of these estates is in excess of \$2,100,000.
- ☐ We are in conversation with eight donors as they finalize their estate plans. The estimated known value for these bequest intentions is nearly \$10,000,000. Additionally, we have 28 individuals currently identified with active planned giving interests, but no bequest value has been determined.

Annual Giving Report March 2022

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 18. It was customized by academic area, included a message from President Edward's, and promoted the priority funds of the college. The primary audience for Fall Appeal is alumni, however, without traditional Phonathon, this appeal was also sent to friend donors.

Fall Appeal Results

90-day results FY22	\$123,111	472 gifts
90-day results FY21	\$158,651	668 gifts
90-day results FY20	\$101,094	355 gifts
90-day results FY19	\$85,365	385 gifts
90-day results FY18	\$86,876	474 gifts
90-day results FY17	\$95,165	489 gifts

2022 CSIC – Campus Scholarship and Innovation Campaign

The 2021 CSIC campaign reporting year officially closed on December 31st, 2021 participation rate 35%.

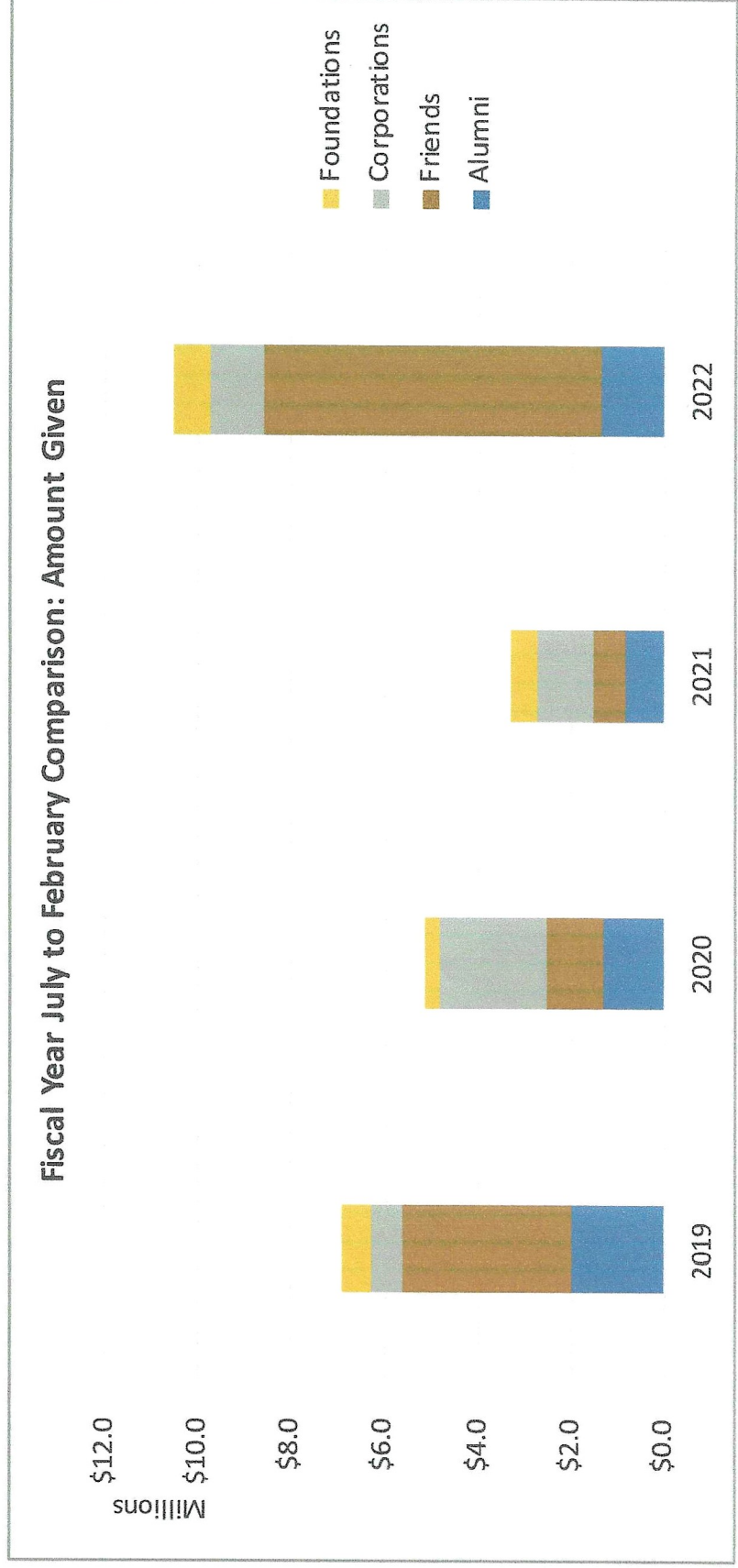
The 2022 faculty, staff, retiree campaign launched on Monday, March 21. Week one results doubled in participation compared to week one results in 2021, week one participation rate is 22%.



FOUNDATION

Commitments per Fiscal Year by Source: Dollars FYTD Comparison July 1, 2018 - February 28, 2022

FYTD Jul-Feb	Alumni	Friends	Corporations	Foundations	Grand Total
2019	\$1,976,998.14	\$3,656,457.03	\$650,729.63	\$657,997.83	\$6,942,182.63
2020	\$1,308,523.34	\$1,205,039.56	\$2,327,906.26	\$317,689.90	\$5,159,159.06
2021	\$847,968.50	\$671,334.35	\$1,203,106.31	\$589,957.89	\$3,312,367.05
2022	\$1,376,689.42	\$7,206,086.08	\$1,187,821.86	\$749,598.26	\$10,520,195.62



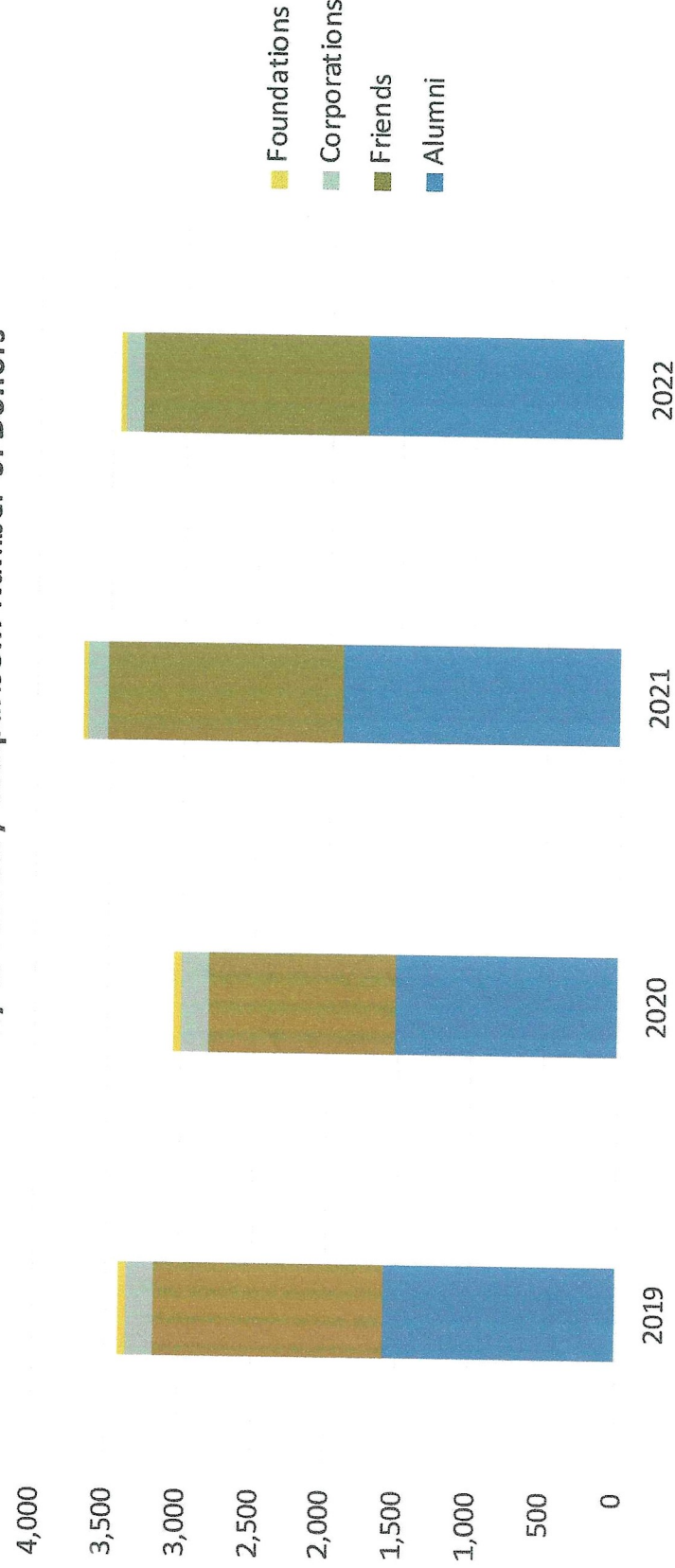


FOUNDATION

Commitments per Fiscal Year by Source: Donors FYTD Comparison July 1, 2018 - February 28, 2022

FYTD Jul-Feb	Alumni	Friends	Corporations	Foundations	Grand Total	
2019		1,603	1,558	192	64	3,417
2020		1,526	1,285	186	53	3,050
2021		1,900	1,610	135	47	3,692
2022		1,742	1,550	117	32	3,441

Fiscal Year July to February Comparison: Number of Donors



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