

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
November 2022**

| | PAGE |
|--------------------------------|------|
| 1. Advancement Report Overview | 2 |
| 2. Alumni Relations | 2 |
| 3. Planned Giving | 4 |
| 4. Annual Giving | 5 |
| 5. Fundraising | 7 |

Advancement Report Overview November 2022

We are off to a very good start to the fiscal year which was buoyed by the gift from Reynolds and Reynolds, one of the largest outright gifts in the university's history.

Outside of our ongoing fundraising activity and work with donors, we have also initiated efforts to secure underwriting support for the "Take Flight" program and we have had some initial interest from corporate foundations.

Additionally, we have been working on deepening our connections with the local Defense Industry by setting up meetings for Dr. Edwards to engage with the leadership at various defense companies.

Alumni Relations Report November 2022

RELATIONSHIPS

Marketing/Communications:

- Fall Magazine hit mailboxes September, 2022. The theme was entrepreneurship. Already in process developing the next 2 issues which will feature athletics and The School of Performing Arts
- Executed another successful Wright Day to Give on October 6th.
- 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.
- The Marketing Committee of the Alumni Board has been tasked with creating some new objectives and goals
- Working on strategies to keep new grads engaged immediately upon graduation. We used Wright Day to Give to begin testing giving strategies and also working with the Donor Retention committee to identify gaps in communications with certain subsets/demographics of alumni/donors/friends
- 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.
- We are currently working on 22-23 events and the transition of some key events with the date change in homecoming along with corresponding marketing and communication plans
- New initiative to create Gold Card Member only events and benefits has started. We hosted our first Gold Card Only event on 9/10 at Youngs Dairy that was very well received!
- 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.

Past Events

- 9/10 – Veteran and Military Alumni Society's Golf Outing: 54 attendees
- 10/1 – African American Alumni Society's Sapphire Jubilee: 64 attendees
- 10/8 – Amigos Latinos Alumni Society's Amigos Latinos gala: 180 attendees
- 10/14-16 – Bourbon Tour: 43 attendees
- 11/12 – Alumni Service Day: 41 attendees

Upcoming Events

- 11/29 – Winter 2022 Grad Fest
- 1/21/23 – Alumni Beer Tasting
- 1/28/23 – Raider Roundup
- 1/23-1/28 – Homecoming (moved to winter)
- 5/6 – Rowdy Night at the Races (formerly Rowdy Gras)
- 6/11 – Wright State Day at Kings Island

RECRUITMENT & RETENTION

- Our alumni volunteers wrote 600 postcards to accepted student from May 1 to June 1, 2022 encouraging them to choose Wright State.
- We are taking this postcard writing campaign (above) and morphing it into the Alumni Ambassador PACK program for the Fall of 2023 class. Alumni will write postcards to prospective students encouraging them to attend Wright State and introducing themselves as their alumni ambassador for the duration of their Wright State experience. The Ambassador will correspond with the student 4-6 times per year with words of advice and encouragement (scripts provided) until their Wright State journey ends. The Alumni Ambassador may help make connections to real world jobs, provide experiential learning, and much more. This is an effort to not only impact recruitment of students, but also retention.
- We moved Homecoming from Fall to Winter and are hoping to pair with admissions to host a Raider Open House on Homecoming weekend, along with inviting prospective students to attend a basketball game.

Planned Giving Report November 2022

Planned Giving Update -

FY 23 Update:

- We have secured 1 estate gift intention so far totaling \$50,000
- Two estate gifts have been realized totaling a \$36,000.
- We have four gift expectancies in process. The total value of these estates is in excess of \$2,100,000.
- Five deferred gift discussions are active and moving toward closure.

Annual Giving Report November 2022

Annual gifts (gifts of up to \$10,000) offer alumni and friends an opportunity to directly impact Wright State students by providing support to the college, school, unit, scholarship, or program of their choice.

The Wright Day to Give – October 6

Wright State hosted its sixth annual giving day, a digital philanthropic challenge for our alumni, friends, parents, students, faculty and staff. Engaging them with Wright State for a day that brings together ALL Raiders and Lakers.

Give Back to the Pack – Thursday, October 6

We incorporated a College Challenge that challenged each college to get the most alumni participation in order to win bonus funds for their college.

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

- Phonathon September 6 – October 4 (doubling sessions from 2021)
- Direct mail to young alumni includes QR code to give early – September 8
- WSU Magazine Ad includes QR code to give early: Mid-September
- Digital launch: October 5
- Digital Day of Giving: October 6

2022 Results (Preliminary)

- 1,009 gifts
- \$202,931

2019 Results

- 622 gifts
- \$64,430

2021 Results

- 1,011 gifts
- \$212,215

2018 Results

- 550 gifts
- \$69,581

2020 Results

- 1,023 gifts
- \$205,624

2017 Results (inaugural year)

- 548 gifts
- \$47,502

Fall Direct Mail Appeal

The annual fall direct mail appeal will mail in November. It will be customized with a student feature in each academic area. The primary audience for Fall Appeal is alumni, however without traditional Phonathon again in FY23, this appeal will also be sent to friends who are donors.

CSIC Retiree Phonathon Campaign

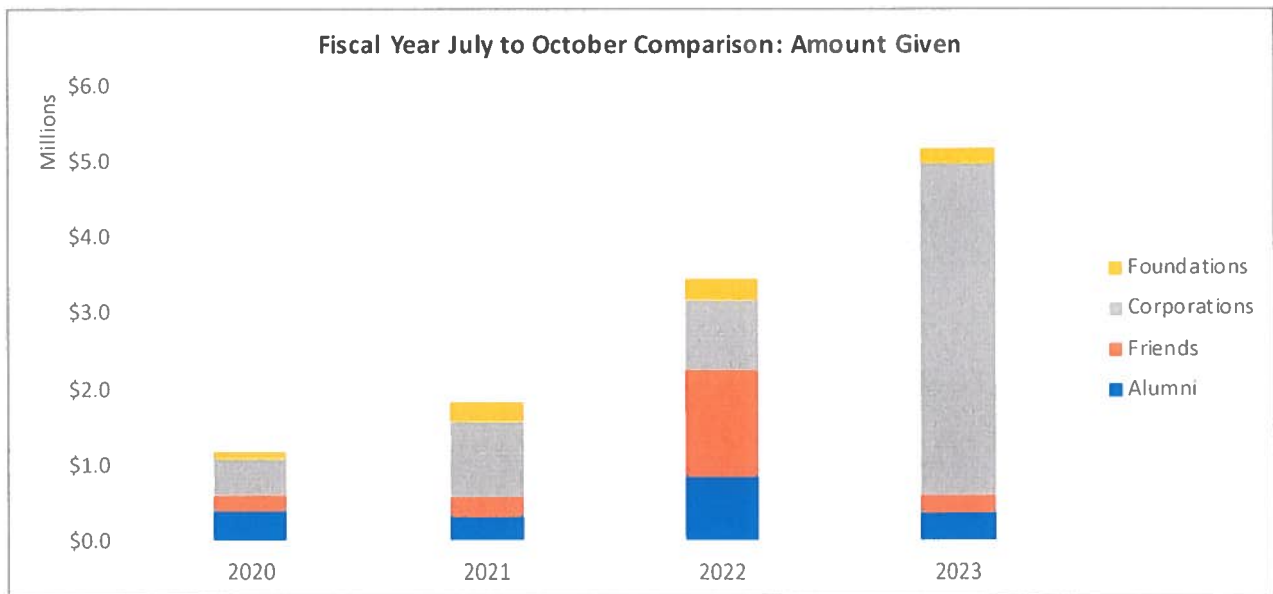
We will be calling our Retirees who have not contributed yet in the calendar year. These calls will take place over the month of November and December by our students.



FOUNDATION

Commitments per Fiscal Year by Source: Dollars July 1, 2019 - October 31, 2022

| FYTD Jul-Oct | Alumni | Friends | Corporations | Foundations | Grand Total |
|--------------|--------------|----------------|----------------|--------------|----------------|
| 2020 | \$386,025.87 | \$211,029.37 | \$487,961.92 | \$87,673.99 | \$1,172,691.15 |
| 2021 | \$311,111.49 | \$273,248.84 | \$979,158.84 | \$272,125.12 | \$1,835,644.29 |
| 2022 | \$841,558.47 | \$1,407,124.53 | \$933,934.13 | \$289,506.22 | \$3,472,123.35 |
| 2023 | \$384,111.16 | \$235,606.62 | \$4,357,392.65 | \$199,886.06 | \$5,176,996.49 |



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

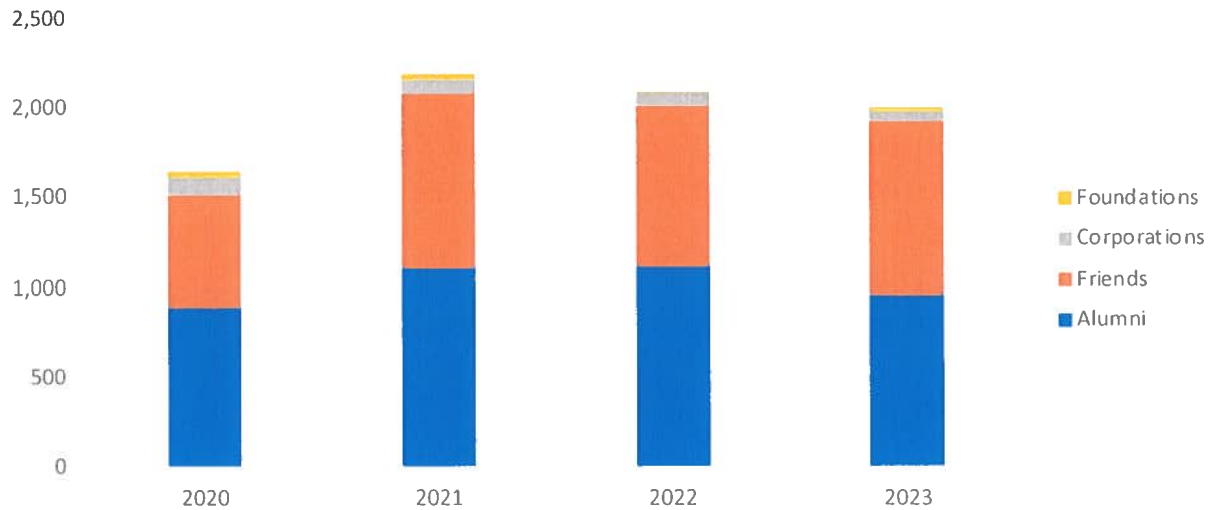


FOUNDATION

Commitments per Fiscal Year by Source: Donors FYTD Comparison July 1, 2019 - October 31, 2022

| FYTD Jul-Oct | Alumni | Friends | Corporations | Foundations | Grand Total | |
|--------------|--------|---------|--------------|-------------|-------------|-------|
| 2020 | | 890 | 621 | 106 | 29 | 1,646 |
| 2021 | | 1,110 | 971 | 81 | 25 | 2,187 |
| 2022 | | 1,120 | 898 | 56 | 12 | 2,086 |
| 2023 | | 948 | 973 | 58 | 24 | 2,003 |

Fiscal Year July to October Comparison: Number of Donors



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