

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
August 2022**

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Advancement Report Overview August 2022

The Advancement Division continues to see growing momentum in our efforts to further the mission of Wright State and support President Edward's 3 R's. We had our fourth straight year of increased fundraising results, and our best year since 2016, securing over \$12.3 million in gifts, pledges, gifts-in-kind and deferred estate commitments.

The current fiscal year is off to a strong start, in large part, thanks to one of our corporate donors that has made scholarship commitments payable over the next 3 years totaling nearly \$1 million dollars.

Alumni Relations Report August 2022

RELATIONSHIPS

Marketing/Communications:

- Fall Magazine is scheduled to hit mailboxes September, 2022. The theme is entrepreneurship.
- In the thick of content creation and creation of the marketing plan for 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.
- Working on strategies to keep new grads engaged immediately upon graduation. Using 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.
- Successfully executed our golf outing which raised over \$19k for the Alumni Legacy Scholarship. 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 been started. We will host our first Gold Card Only event on 9/10 at Youngs Dairy
- Our scholarship committee awarded our 8 Alumni Legacy Scholarships to incoming freshman and evaluated and awarded scholarships to our continuing recipients.
- 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

4/9 Spring Alumni Service Day: 38 attendees

4/21 Spring Grad Fest: 172 attendees

6/9 Legacy Golf Outing: 96 attendees

6/9 Athletic Training alumni event: 50 attendees

6/12 Kings Island Day: 131 attendees

6/23 Grad X day at the Dayton Dragons: 39 attendees

Upcoming Events

9/10 - Youngs Dairy event for Gold level members

9/10 - Veteran & Military Alumni Society golf outing

9/30 - 2022 Alumni Achievement Awards

10/1 - Sapphire Jubilee gala

10/8 - Amigos Latinos Gala

10/14-16 – Bourbon Tour

10/26 - Raider on Rocks virtual mixology class

11/12 – Fall Alumni Service Day

1/23-1/28 – Homecoming (moved to winter)

RECRUITMENT

- African American Alumni Society
 - The African American Alumni Society's annual Sapphire Jubilee gala will be held the evening of Saturday October 1st. The gala is the signature fundraiser for the African American Alumni Society scholarship.
- Amigos Latinos Alumni Society
 - The Amigos Latinos Alumni Society's annual gala will be held the evening of Saturday October 8th. The gala is the signature fundraiser for the Amigos Latinos Alumni Society scholarship.
- Veteran and Military Alumni Society
 - The annual Veteran and Military Alumni Society Golf Outing will be held on September 10th at the Beavercreek Golf Club. This golf outing is the signature fundraiser for the Veteran and Military Center fund.
- Our alumni volunteers wrote 600 postcards to accepted student from May 1 to June 1, 2022 encouraging them to choose Wright State.
- 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 August 2022

FY 22 Planned Giving Results

- Six bequest intentions were secured totaling \$6,494,766.
- Five estate gifts were realized in the last fiscal year totaling just under \$500,000. Almost all of these gifts went to support scholarships.
- We have seven gift expectancies in process at the close of the last fiscal year awaiting estate disbursement. The total value of these estates is in excess of \$2,100,000.
- We are in process on three estate gifts that we anticipate securing in FY '23.

Annual Giving Report August 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.

Spring Direct Mail (FY22) Appeal

- 90-day results FY22 492 gifts, \$72,851
 - Generated over \$8,000 to the unrestricted Student Scholarship Fund
- 90-day results FY21 577 gifts, \$86,279 (includes a \$10k gift)
- 90-day results FY20 712 gifts, \$88,574
- 90-day results FY19 576 gifts, \$78,622
- 90-day results FY18 664 gifts, \$93,019 (includes a \$10k gift)
- 90-day results FY17 688 gifts, \$92,855

2022 CSIC – Campus Scholarship and Innovation Campaign

The 2022 faculty, staff, retiree campaign launched Monday, March 21
All gifts are calculated on a calendar year.

- 6/30/2022 Results \$159,628 37% participation among Full-time Staff & Faculty
- 6/30/2021 Results \$172,299 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

2022 results will be calculated through December 31, 2022.

FY22 Annual Giving Solicitation Results

Using a multi-channel approach, annual giving solicited segmented audiences with targeted efforts to secure gifts in support of various current needs at Wright State.

PROJECT	Total	Notes
Direct Mail/E-Solicitation/Digital Solicitation	\$262,443	
CSIC	\$159,627	37% Participation
Phonathon	\$17,975	Limited Calling Sessions
Student Giving	\$2,140	65 Donors
Crowdfunding	\$21,128	
Wright Day to Give (WDTG)	\$155,281*	1011 gifts

*WDTG giving gets officially counted in other areas within Annual Giving, like Phonathon, CSIC, and student giving as well as giving in Corp/Foundation Giving. Actual dollars generated on WDTG: \$212,215, 1011 gifts.

The Wright Day to Give – October 6

Wright State will host its sixth 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.

Give Back to the Pack – Thursday, October 6

- Phonathon September 6 – October 5 (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

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 15, featuring students from each of our colleges and college priority funds. Additionally, there will be a special segment focusing on unrestricted scholarships support leveraging matching funds for lapsed and first-time donors.

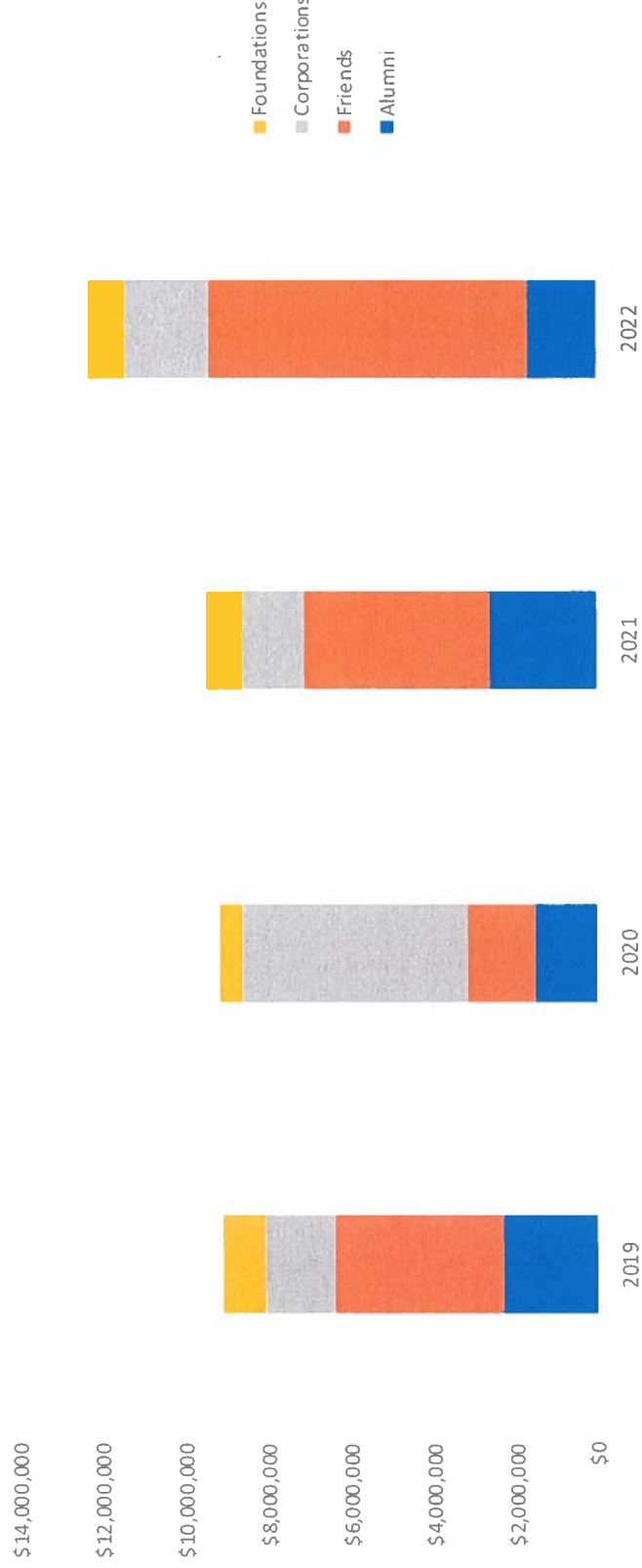


**WRIGHT STATE
UNIVERSITY**

FOUNDATION

Commitments per Fiscal Year by Source: Dollars
July 1, 2018 - June 30, 2022

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total Amount Given
	Amount Given	%	Amount Given	%	Amount Given	%	Amount Given	%	
2019	\$2,306,173.26	25.4%	\$4,032,683.47	44.4%	\$1,700,194.89	18.7%	\$1,045,956.81	11.5%	\$9,085,008.43
2020	\$1,510,163.65	16.5%	\$1,648,912.10	18.0%	\$5,453,029.95	59.4%	\$560,844.57	6.1%	\$9,172,950.27
2021	\$2,570,754.23	27.2%	\$4,524,387.43	47.9%	\$1,494,108.71	15.8%	\$848,632.78	9.0%	\$9,437,883.15
2022	\$1,657,097.91	13.4%	\$7,759,317.66	63.0%	\$2,018,673.62	16.4%	\$886,492.51	7.2%	\$12,321,581.70



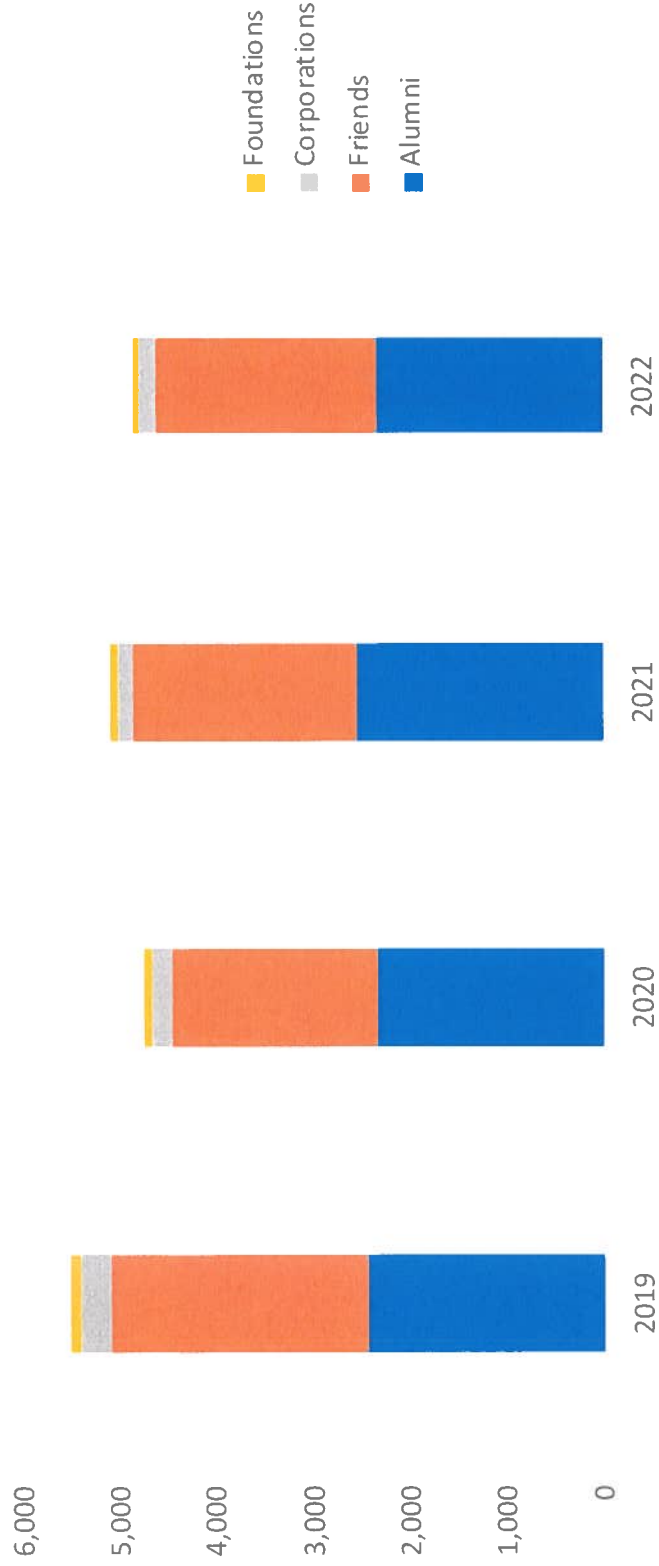
This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.



FOUNDATION

Commitments per Fiscal Year by Source: Donors July 1, 2018 - June 30, 2022

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total No of Donors
	No of Donors	%	No of Donors	%	No of Donors	%	No of Donors	%	
2019	2,448	44.3%	2,655	48.1%	323	5.8%	97	1.8%	5,523
2020	2,331	49.0%	2,135	44.9%	223	4.7%	69	1.5%	4,758
2021	2,544	49.9%	2,318	45.5%	177	3.5%	60	1.2%	5,099
2022	2,332	48.0%	2,308	47.5%	172	3.5%	51	1.0%	4,863



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