

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
April 2023**

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# Alumni Relations Report

## April 2023

### RELATIONSHIPS

#### *Marketing/Communications:*

- Spring Magazine is currently hitting mailboxes as we speak. The theme is all athletics. [You can view it online.](#)
- We are already in process developing the Fall '23 issue which will feature the arts and captured a lot of great things surrounding Arts Gala.
- The magazine committee is mapping out ideas for the 2024 issues.
- Working on multiple giving campaigns with Annual giving including spring appeal and beginning to talk strategy for 23-24 fiscal year
- Crafted a brand and full communications plan for CSIC internal campaign
- Homecoming promotion was successful from our unit. We had multiple emails go out, multiple social posts, including paid advertising, and we sent a postcard to 17k+ households.
- Working on 23-24 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
  - The marketing committee has created a survey to try to gain some insight about alumni engagement
- 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.
- Still working on our newer initiative to create Gold Card Member only events and benefits has started.
- Next year's event calendar has been created and corresponding marketing and communication plans are beginning to be crafted.
- In the process of designing and ordering new promo items to have on hand and to strategically use at events.

## ***Upcoming Events***

4/17-4/22 – Grad week, including grad fest, WSU vs UD baseball game, and tassels & toasts champagne toast with President Edwards

4/22 – Alumni Service Day

5/6 – Rowdy Night at the Races (formerly Rowdy Gras)

6/8 – 47<sup>th</sup> annual Alumni Legacy Scholarship golf Outing

6/11 – Wright State Day at Kings Island

9/2-9/3 – Annual Alumni Wine Bus Tour

9/15-9/17 – Annual Alumni Bourbon Tour

9/22-9/24 – WSU family weekend with events specifically for alumni and their current students.

9/30 – Gold Card/Donor only event at Young's Dairy

## **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 are currently recruiting alumni into the program and will begin pairing alumni with admitted students the first week of May.

## Planned Giving Update April 2023

FY 23 Update:

- We have secured one estate gift intention totaling \$50,000 in this fiscal year.
- Two estate gifts have been realized totaling a \$36,000.
- We have more than \$2.1 million in anticipated planned gift expectancies in-process awaiting disbursement.
- Six planned gifts commitments are nearing completion. Our goal is to have them closed by the end of the fiscal year.

## Annual Giving Report April 2023

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.

### **Fall Direct Mail Appeal**

The annual fall direct mail appeal dropped November 30. It was customized by academic area, included a message from a student from each college 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 FY23	\$94,639	413 gifts
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 2022 CSIC campaign reporting year officially closed on December 31<sup>st</sup>, we concluded final results, CY2022 43% participation among full-time faculty and staff, an increase of 8% from CY2021 and similar to pre-Covid results.

The 2023 faculty, staff, retiree campaign launched on Monday, March 20. Week three results 28% from full-time faculty and staff, only one percent down compared to week three 2022.

**2023 Phonathon**

Fall Phonathon focused on Wright Day to Give and Spring Phonathon returned, compared to a very limited spring call center in 2022.

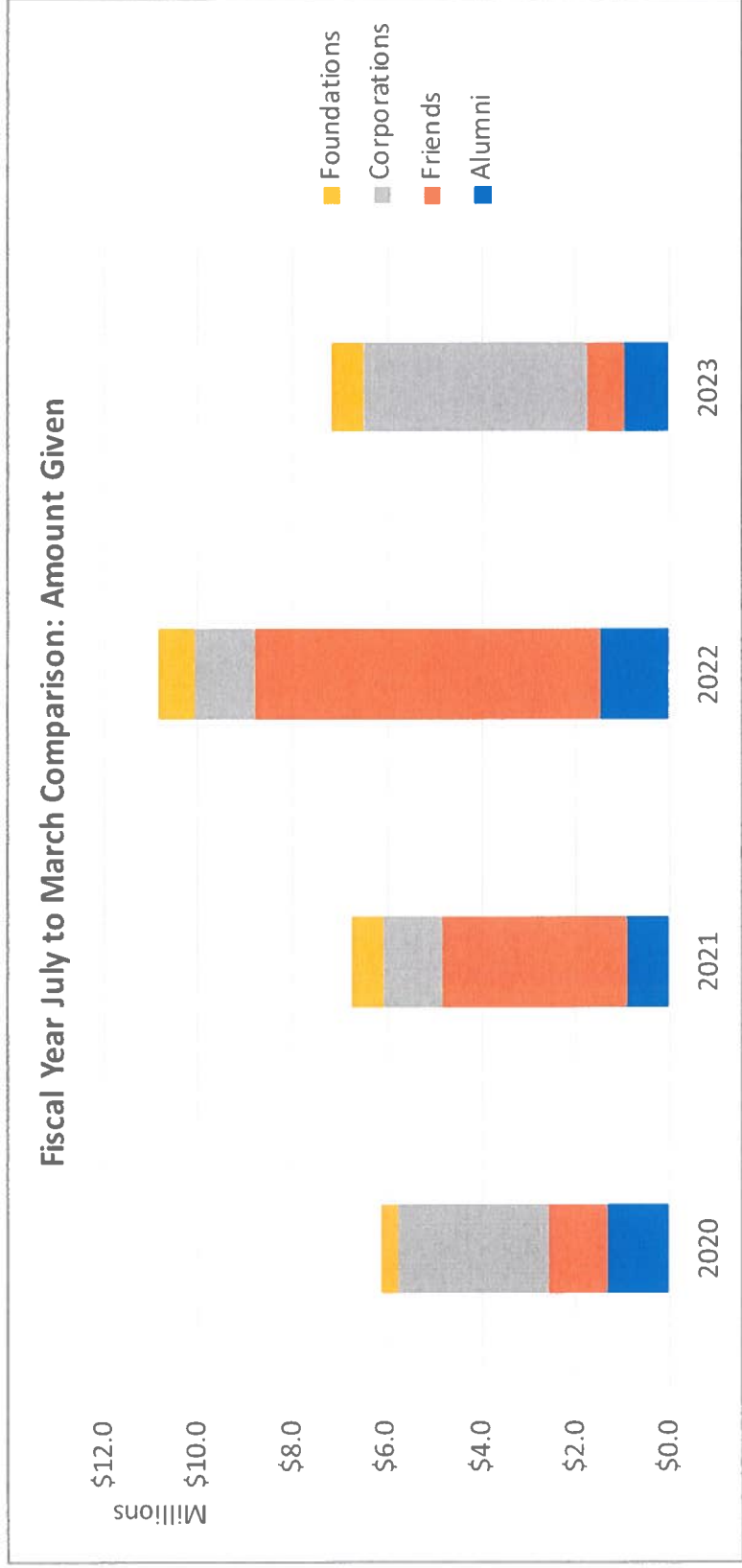
FY 2023 Results: \$39,911	347 gifts (as of 4.10.23)
FY 2022 Results: \$17,975	177 gifts
FY 2021 Results: \$42,682	429 gifts



# FOUNDATION

## Commitments per Fiscal Year by Source: Dollars July 1, 2019 - March 31, 2023

FYTD Jul-Mar	Alumni	Friends	Corporations	Foundations	Grand Total
2020	\$1,331,706.54	\$1,249,550.24	\$3,179,913.66	\$388,820.58	\$6,149,991.02
2021	\$914,118.59	\$3,934,099.03	\$1,226,541.31	\$680,065.89	\$6,754,824.82
2022	\$1,474,571.20	\$7,337,654.90	\$1,269,764.63	\$786,144.01	\$10,868,134.74
2023	\$975,977.16	\$782,254.97	\$4,765,014.98	\$677,111.49	\$7,200,358.60



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

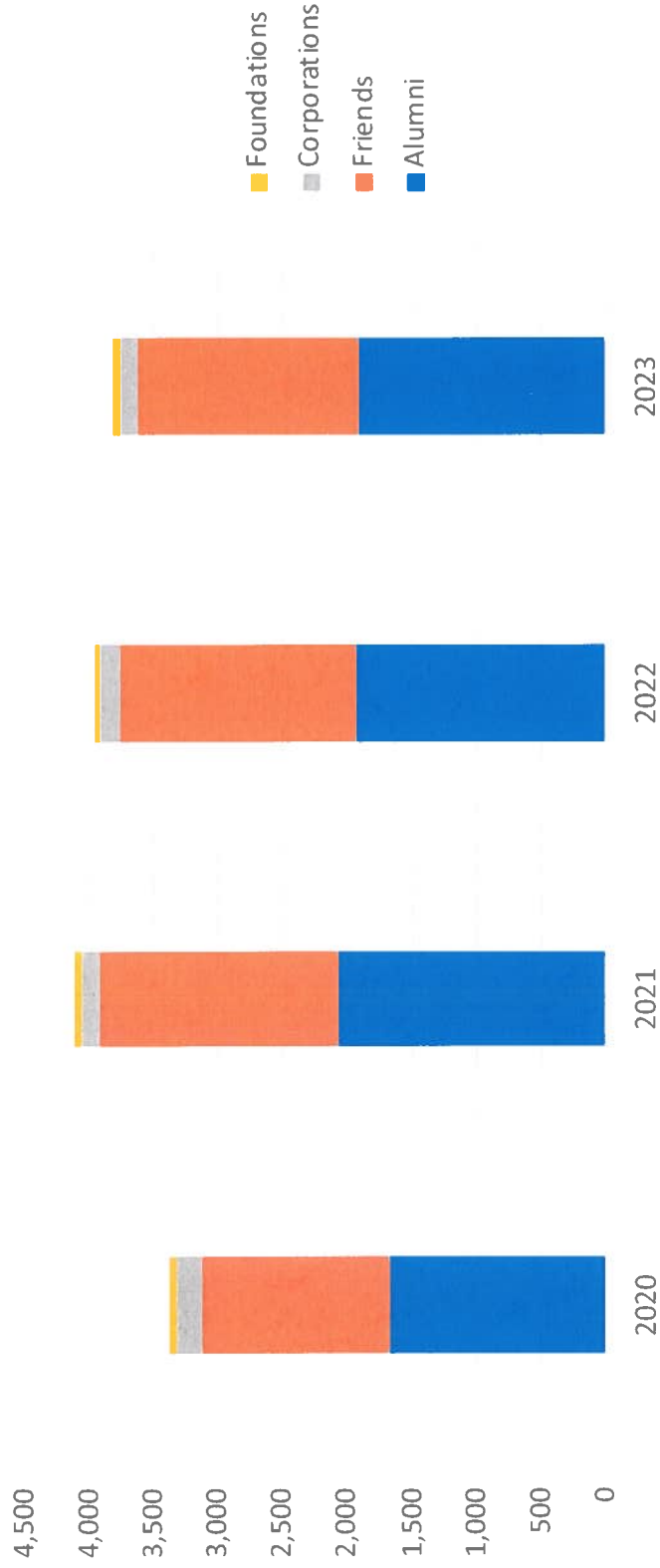


# FOUNDATION

## Commitments per Fiscal Year by Source: Donors July 1, 2019 - March 31, 2023

FYTD Jul-Mar	Alumni	Friends	Corporations	Foundations	Grand Total
2020	1,670	1,448	204	61	3,383
2021	2,074	1,849	142	53	4,118
2022	1,934	1,836	147	41	3,958
2023	1,920	1,713	139	49	3,821

Fiscal Year July to March Comparison: Number of Donors



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