

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
February 2023**

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## **Advancement Report Overview February 2023**

We continue to enjoy solid results this fiscal year in terms of dollars raised and number of donors. We are in good position to finish this fiscal year in fashion.

Since the last report, our division has had a number of collaborative engagements with Enrollment Management as we try to more closely tie together our efforts around Recruitment, Retention and Relationships.

We are excited and optimistic about the gift conversations we are having and the growing interest in supporting Wright State.

## **Alumni Relations Report February 2023**

### **RELATIONSHIPS**

#### ***Marketing/Communications:***

- The Spring magazine will hit mailboxes April, 2023. The cover is athletics. We are already in process developing the next issue which will feature the arts.
- Working on multiple giving campaigns with Annual Giving including Spring appeal, Rowdy Spirit Fund, and general homecoming giving asks.
- Our first winter Homecoming just wrapped and we promoted multiple events and ways for alumni to engage including a social media spirit week in addition to events
- 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
  - Marketing committee has created a survey to try to gain some insight about alumni engagement

- 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 Summer and Fall 2023 events and the transition of some key events with the date change in homecoming along with corresponding marketing and communication plans.
- Still working on our newer initiative to create Gold Card Member only events and benefits has started.
- 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***

- 11/29 – Winter 2022 Grad Fest – 77 student attendees, including at least 5 new student donors
- 1/21 - 28 – Homecoming week, estimated overall attendance was roughly 2,000 people
- 1/21 – Alumni Beer Tasting ~140 attendees
- 1/28 – Alumni Achievement Awards ~100 attendees

### ***Upcoming Events***

- 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

## **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 later this semester.
- The African American Alumni Society has secured a large gift from alumni Arthur L. Hill, '75. The gift will go toward funding Bolinga Black Cultural Resources Center funds and toward the establishment of a new scholarship, the Arthur L. Hill (Bowdean) Bolinga Center Endowed Scholarship. The African American Alumni Society will administer the scholarship.

## **Planned Giving Report February 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 added another planned gift expectancies to our in-process totals giving us five that are now awaiting disbursement. The total value of these estates is in excess of \$2.1 Million.
- Three planned gifts are in active discussion, with the goal to have them closed by the end of the fiscal year. The total of these three estates presently nearing completion is well over a \$1 million

## **Annual Giving Report February 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**

30-day results FY23	\$65,151	306 gifts
30-day results FY22	\$58,826	279 gifts
30-day results FY21	\$58,261	368 gifts
30-day results FY20	\$42,681	193 gifts
30-day results FY19	\$39,825	201 gifts
30-day results FY18	\$35,819	272 gifts
30-day results FY17	\$36,350	248 gifts

### **2022 CSIC – Campus Scholarship and Innovation Campaign**

The 2022 CSIC campaign reporting year officially closed on December 31<sup>st</sup>, we concluded CY2022 at 40% participation among full-time faculty and staff, an increase of 5% from CY2021.

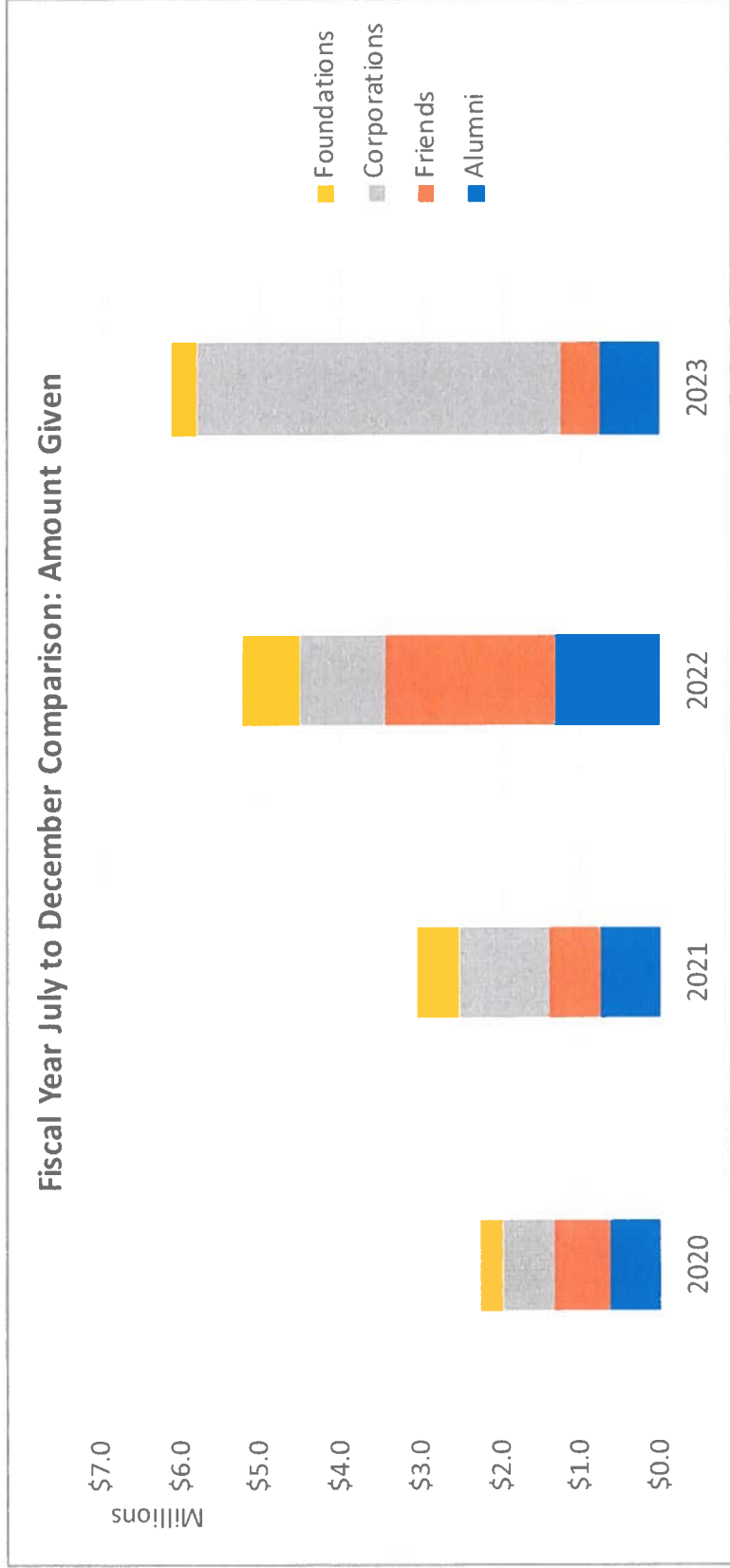
The 2023 faculty, staff, retiree campaign will launch on Monday, March 20, 2023.



# FOUNDATION

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

FYTD Jul-Dec	Alumni	Friends	Corporations	Foundations	Grand Total
2020	\$660,528.35	\$697,289.54	\$639,098.84	\$257,489.25	\$2,254,405.98
2021	\$766,195.35	\$632,843.62	\$1,151,571.03	\$499,710.66	\$3,050,320.66
2022	\$1,305,494.95	\$2,152,955.52	\$1,052,496.30	\$703,888.22	\$5,214,834.99
2023	\$779,742.35	\$492,000.72	\$4,539,492.69	\$294,397.95	\$6,105,633.71



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

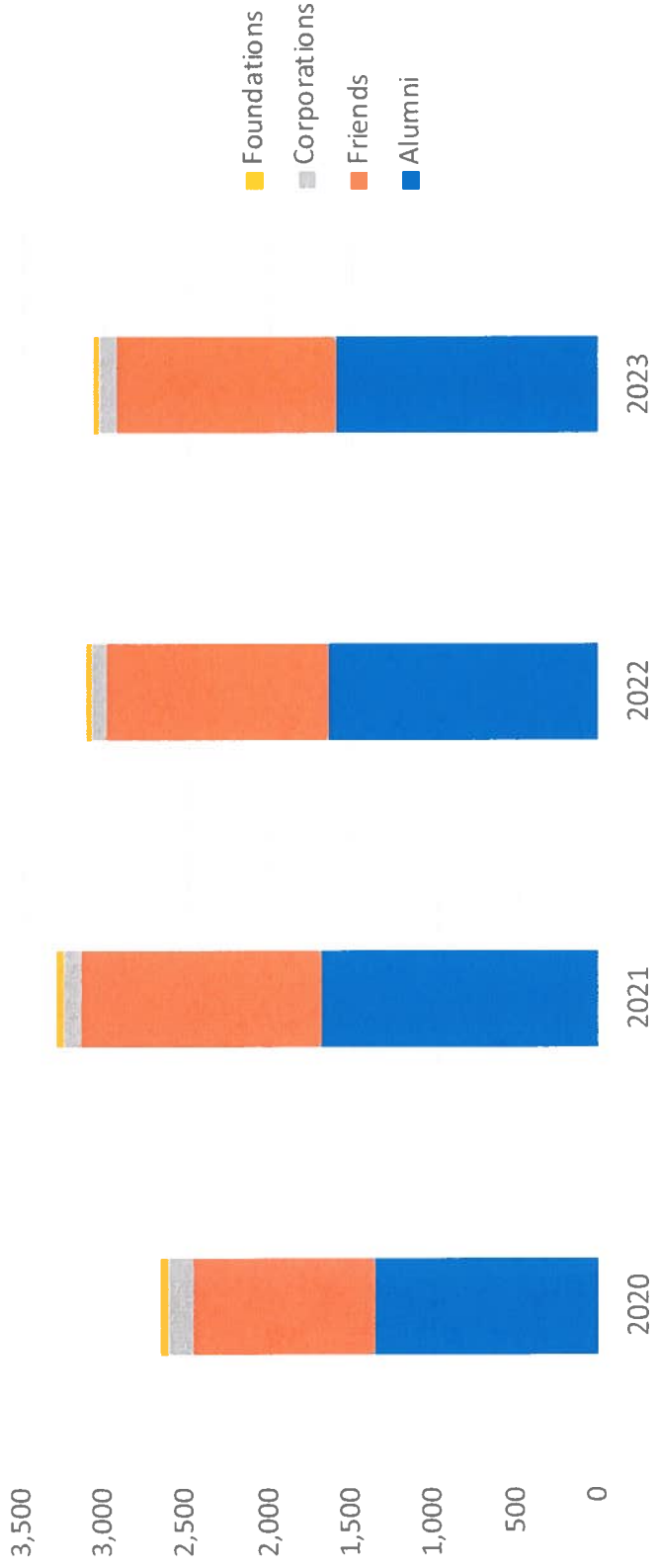


# FOUNDATION

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

FYTD Jul-Dec	Alumni	Friends	Corporations	Foundations	Grand Total
2020	1,372	1,092	154	44	2,662
2021	1,695	1,449	108	40	3,292
2022	1,643	1,352	93	24	3,112
2023	1,593	1,332	103	37	3,065

Fiscal Year July to December Comparison: Number of Donors



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