

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
September 2023**

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Alumni Relations Report

September 2023

RELATIONSHIPS

Marketing/Communications:

- Fall Magazine hit mailboxes last week. Spring 2024 is loosely underway and will begin shortly.
- Wright Day to Give Planning and Marketing planning is underway and in full effect for October 3.
- Homecoming planning and marketing is already underway for Feb. 2024.
- 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.
 - 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 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.
- Working closely with the Lake Campus to expand their presence in our marketing through reinstating their e newsletter, as well as the “Life at the Lake” section in our magazine.
- Beginning to work on branding for a campaign for Dr. Edwards to go on the road visiting friends and alumni in five geographic areas.

Alumni Society News:

- Our alumni societies, with signature events in the fall, will be partnering with Ring Digital, a digital marketing company that will display targeted ads to provided alumni households
- Veteran and Military Alumni Society
 - 9/8 – Dedication of the Shawn English Champion Garden
 - 9/9 – Veteran and Military Alumni Society annual Golf Outing
- Amigos Latinos
 - 10/7 – Annual Amigos Latinos Gala
- African American Alumni Society
 - 9/23 – Annual Sapphire Jubilee
- 67 Society
 - The 67 Society has a full executive board leading into the 2023-24 school year
 - 10/3 – Wright Day to Give student event

Upcoming Events

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

9/21 – Dayton ARTSLIVE at the Levitt Pavilion

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

10/3 – Wright Day to Give (WDTG)

11/11 – Alumni Service Day

2/14 – 2/17 – Wright State Homecoming

4/15 – 4/20 Wright State Senior Week

5/4 – Rowdy Night at the Races

5/18 – May Daze Craft Brew Fest

6/6 – Annual Legacy Golf Outing

6/9 – Wright State Day at Kings Island

RECRUITMENT & RETENTION

Over 700 students were matched with over 130 alumni to launch the PACK program, in which volunteers wrote postcards to admitted Wright State students in the month of May. In September, those volunteers will email their students who have enrolled in Wright State with important Fall Semester dates to remember and words of encouragement.

New event being worked on

5/18/24 – Working on launching an annual craft beer fest on Wright State’s campus. The tentative name is May Daze Craft Beer Fest. Our goal year-one is to have 15 breweries and 200 people attend.

Planned Giving Report September 2023

FY 23 Planned Giving Results:

- We secured three estate gift intentions totaling \$3,350,000.
- Four estate gifts were realized and the value of the estate gifts received totaled nearly \$369,000.
- We have more than \$2.1 million in anticipated planned gift expectancies in-process awaiting disbursement.

FY 24 Update –

- To-date we have secured 8 gift intentions totaling nearly, \$125,000. This includes five estate gift commitments generated by our partnership with the planned giving company FreeWill.
- We have twelve planned gift discussions in progress with known dollar amounts exceeding \$7 million.

Annual Giving Report September 2023

Annual Giving Update

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 (FY23) Appeal

- 90-day results FY23 487 gifts, \$88,879
 - Generated over \$9,300 to the unrestricted Student Scholarship Fund
- 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

2023 CSIC – Campus Scholarship and Innovation Campaign

- 6/30/2023 Results \$207,210 38% participation among Full-time Staff & Faculty
- 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

2023 results will be calculated through December 31, 2023.

The Wright Day to Give (WDTG) – October 3

Wright State will host its seventh annual giving day, a digital philanthropic challenge to our alumni, friends, parents, students, faculty and staff. Engaging with Wright State for a day that will bring together ALL Raiders and Lakers.

Give Back to the Pack – Tuesday, October 3

- WSU Magazine Ad includes QR code to give early: dropped late August
- Phonathon September 7 – October 3
- Direct mail postcard with Save the Date magnet to past WDTG donors, FY23 donors, and a select group of highly engaged alumni donors, includes QR code to give early – Dropping mid-September
- Digital advertising begins September 19
- Digital launch: October 2
- Digital Day of Giving: October 3

Use a tactical marketing campaign (Phonathon, direct mail, email, social media, digital advertising, 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.

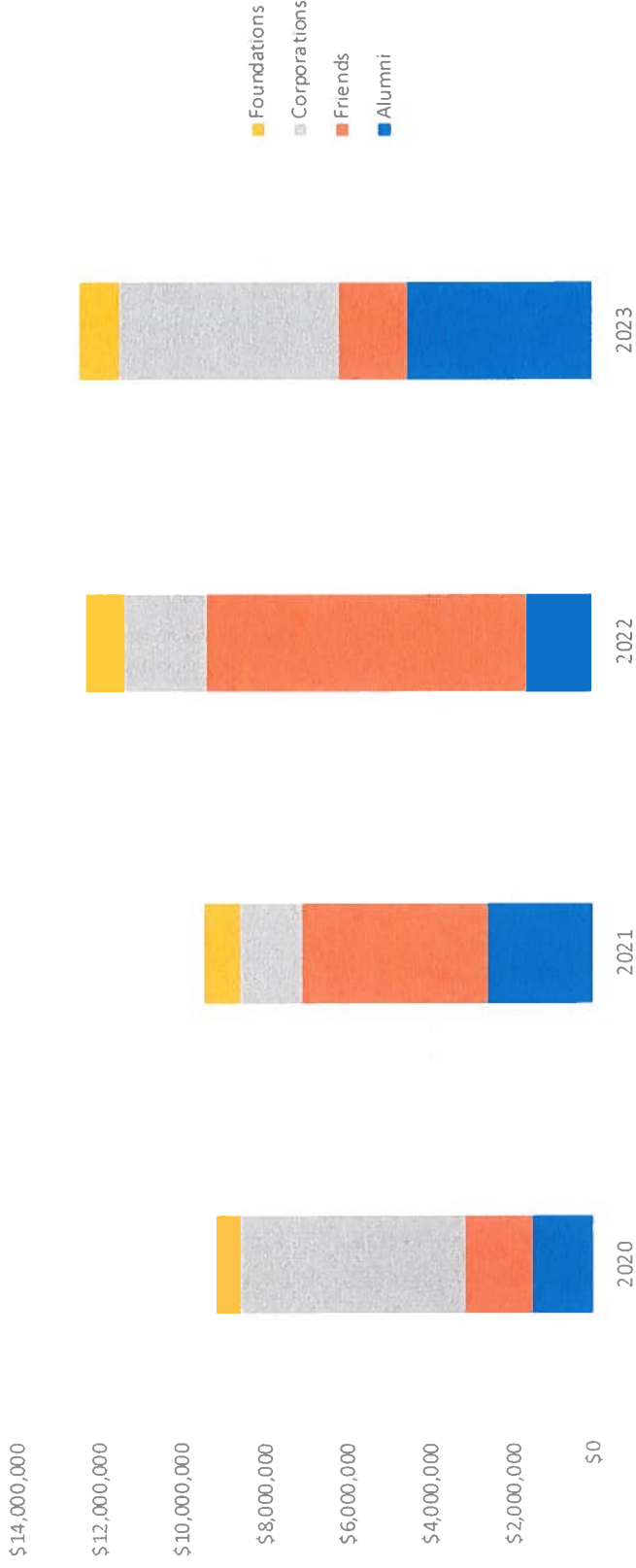


**WRIGHT STATE
UNIVERSITY**

FOUNDATION

**Commitments per Fiscal Year by Source: Dollars
July 1, 2019 - June 30, 2023**

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total Amount Given	
	Amount Given	%	Amount Given	%	Amount Given	%	Amount Given	%	Amount Given	%
2020	\$1,511,142.65	16.5%	\$1,647,933.10	18.0%	\$5,421,029.95	59.3%	\$560,844.57	6.1%	\$9,140,950.27	
2021	\$2,571,281.33	27.2%	\$4,523,860.29	47.9%	\$1,494,108.71	15.8%	\$848,632.78	9.0%	\$9,437,883.11	
2022	\$1,641,020.20	13.4%	\$7,755,079.93	63.1%	\$2,008,673.62	16.3%	\$886,492.51	7.2%	\$12,291,266.26	
2023	\$4,529,765.51	36.2%	\$1,672,002.47	13.4%	\$5,284,937.50	42.2%	\$1,026,843.52	8.2%	\$12,513,549.00	

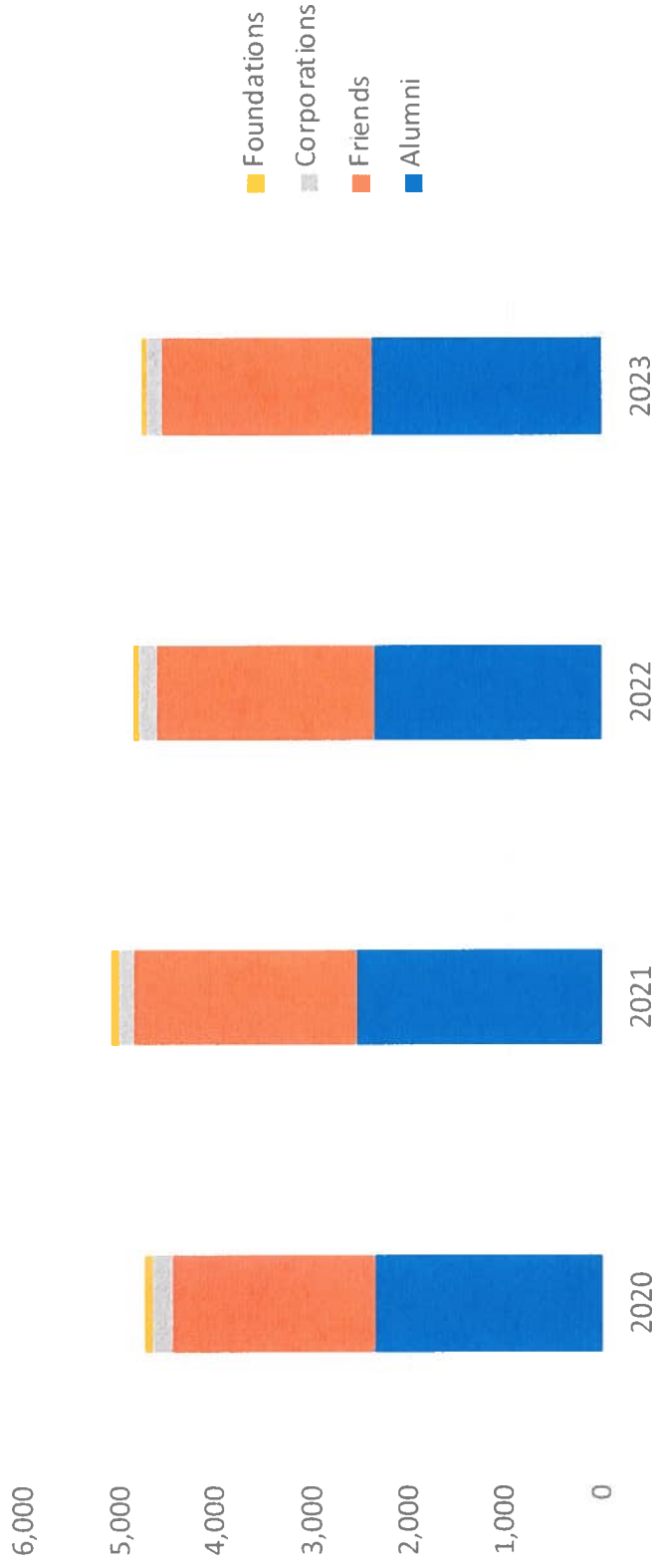


This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.



Commitments per Fiscal Year by Source: Donors
July 1, 2019 - June 30, 2023

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total No of Donors
	No of Donors	%	No of Donors	%	No of Donors	%	No of Donors	%	
2020	2,359	49.6%	2,108	44.3%	223	4.7%	69	1.4%	4,759
2021	2,556	50.1%	2,306	45.2%	177	3.5%	60	1.2%	5,099
2022	2,375	48.9%	2,261	46.5%	172	3.5%	52	1.1%	4,860
2023	2,388	49.8%	2,185	45.6%	156	3.3%	63	1.3%	4,792



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