

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
April 2024**

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Alumni Relations Report

April 2024

RELATIONSHIPS

Marketing/Communications

- Summer 2024 magazine is underway and layout sourcing issue has been resolved. Working on the first issue with new partner.
- CSIC is underway and Spring Appeal marketing is being finalized.
- 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
- Expanded membership on the marketing committee on the alumni board. Divided up initiatives and assigned a member on the committee to champion each one.
- Working on identifying more key alumni to feature and engage with, with a special focus on Raider Owned Businesses in conjunction with the Development Committee.
- Still working to create/find more Gold Card Member only benefits.
- 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.
- Marketing and planning for our annual Legacy Golf Outing is underway as well. We added some new members to our committee and all of our major sponsorships have been renewed. The main goal this year is to expand hole sponsorships and alumni board participation.
- Prep for spring semester alumni event marketing is underway- Rowdy at the Races, May Daze Beer Fest, Kings Island Day, Grad Fest, and our annual Legacy Scholarship Golf Outing to name a few.
- Postcard of events listed above in production to be sent to local engaged alumni.

Upcoming Events

- 4/11 – Cleveland International Film Fest with significant Wright State presence
- 4/12 – Flying into the Future: A Celebration of 50 years of Nursing at Wright State
- 4/17 – 4/19 – Grad Week
- 4/17 – Grad Fest
- 4/18 – Tassels and Toasts Champagne Sendoff
- 4/27 – Alumni Service Day
- 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
- 10/4 – Amigos Latinos Gala

RECRUITMENT & RETENTION

Over 600 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. Those volunteers offered words of encouragement to their students in December, and in the last days of January and first weeks of February, those volunteers will be emailing their students again with new semester updates. Matching for 2024's PACK program will begin this month.

Multiple of our dormant alumni networks and societies are reviving in the spring of 2024, including the Columbus Alumni Network, the Cincinnati Alumni Network, Chicago Alumni Network, and the Nursing Alumni Society.

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

Planned Giving Update April 2024

FY 24 Update:

- We have secured 16 estate gift intentions so far totaling \$8,562,000 in this fiscal year.
- Four estate gifts have been realized totaling over \$2,034,000.
- We have six gift expectancies in process. The total value of these estate realizations exceeds \$3,300,000.
- Additionally, ten deferred gift discussions are active and moving toward closure with a combined anticipated commitment amounts totaling nearly \$2 million, along with a growing number of other planned giving conversations in various stages.

Annual Giving Report April 2024

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.

Fall Direct Mail Appeal

The annual fall direct mail appeal dropped November 21. 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 FY24 \$154,173	478 gifts (includes a major gift)
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

2024 CSIC – Campus Scholarship and Innovation Campaign

Campaign kicked off on Monday, March 11 and concludes on Friday, April 19.

2024 Phonathon

Fall Phonathon focused on Wright Day to Give and Spring Phonathon focused on donor types, lybunt, sybunt, lapsed, friends and alumni. 2024 Phonathon concluded on March 28.

FY 2024 Results: \$30,490	287 gifts
FY 2023 Results: \$39,911	347 gifts
FY 2022 Results: \$17,975	177 gifts
FY 2021 Results: \$42,682	429 gifts

Spring Direct Mail Appeal

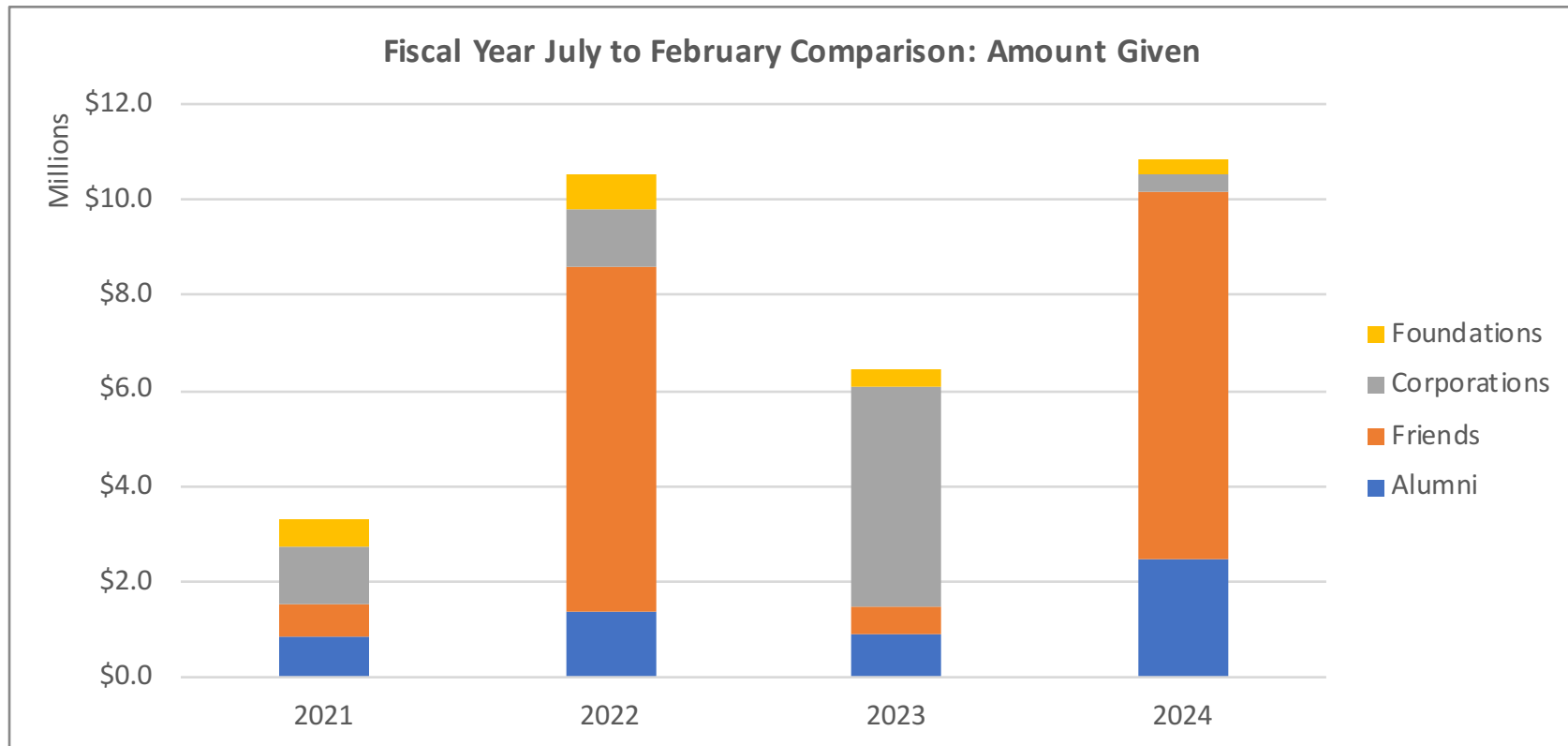
The annual spring direct mail appeal is scheduled to drop in early May. It will be customized by donor category, focusing on student scholarship and program support. New this year our traditional appeal to long lapsed and non-donors will feature a postcard appeal to alumni to update their information. The mailer will remind alumni that the only way to receive information about alumni events and news is to make sure their contact information is up-to-date. QR code will direct them to a form and for those that respond there will be a special give-a-way incentive drawing for responding.



FOUNDATION

Commitments per Fiscal Year by Source: Dollars FYTD Comparison July 1, 2020 - February 29, 2024

FYTD Jul-Feb	Alumni	Friends	Corporations	Foundations	Grand Total
2021	\$848,518.50	\$670,784.35	\$1,203,106.31	\$589,957.89	\$3,312,367.05
2022	\$1,369,622.44	\$7,218,304.87	\$1,197,821.86	\$749,598.26	\$10,535,347.43
2023	\$884,600.17	\$568,508.80	\$4,629,654.81	\$371,990.82	\$6,454,754.60
2024	\$2,475,659.23	\$7,707,955.81	\$322,233.14	\$315,238.38	\$10,821,086.56



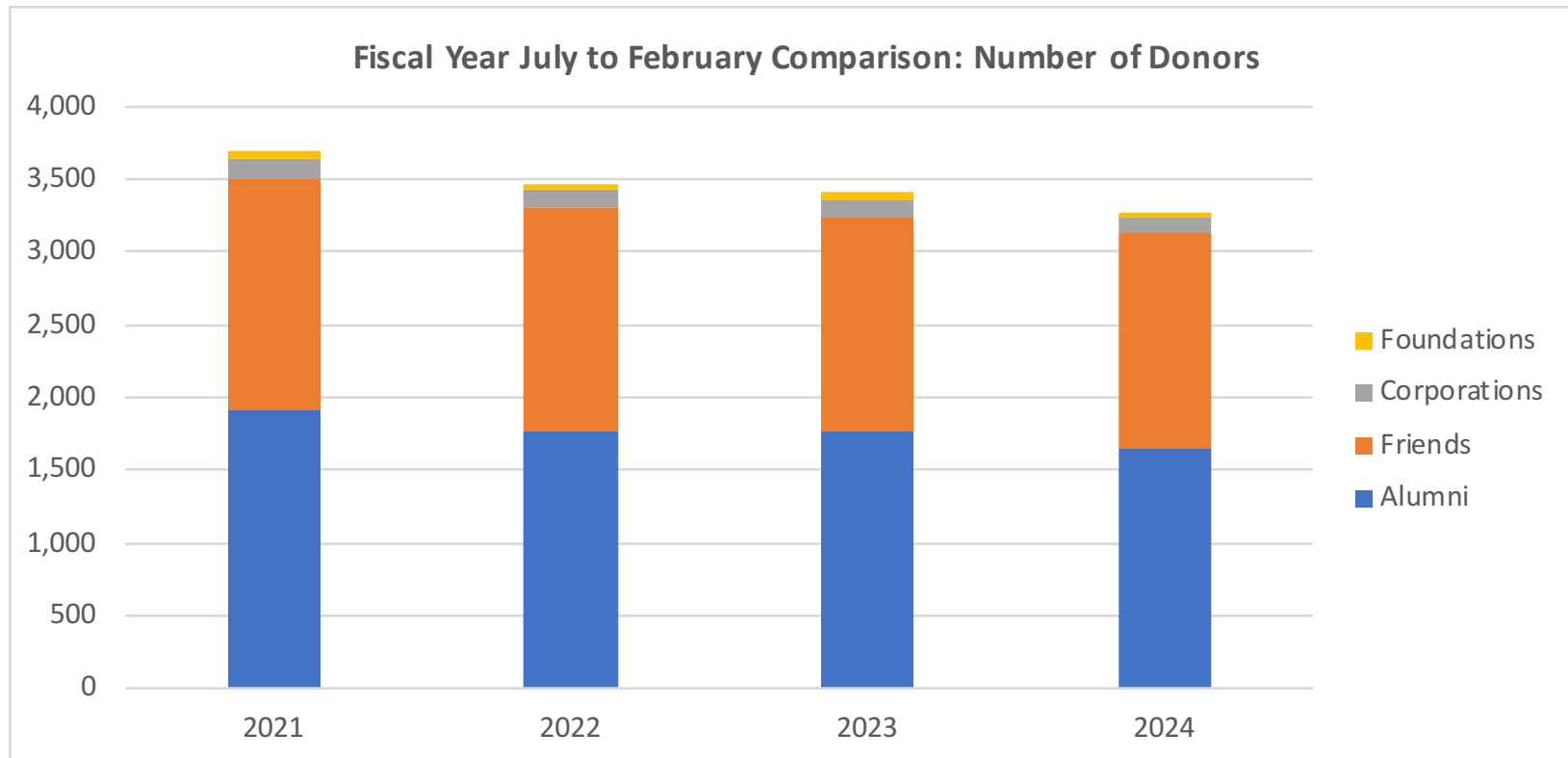
This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.



FOUNDATION

**Commitments per Fiscal Year by Source: Donors FYTD Comparison
July 1, 2020 - February 29, 2024**

FYTD Jul-Feb	Alumni	Friends	Corporations	Foundations	Grand Total	
2021		1,910	1,600	135	47	3,692
2022		1,777	1,537	117	33	3,464
2023		1,774	1,469	125	43	3,411
2024		1,646	1,494	106	34	3,280



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