

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
February 2024**

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Alumni Relations Report

February 2024

RELATIONSHIPS

Marketing/Communications

- Summer 2024 magazine is underway and layout sourcing issue has been resolved. Working on the transition of layout responsibilities
- CSIC and Spring Appeal marketing development is underway
- Homecoming planning and marketing is underway for 2024. We are in the final stages leading up to homecoming in February.
- 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.
- 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 the Wright State magazine
- Marketing and planning for our annual Legacy Golf Outing is underway as well. We added some new members to our committee and are excited. Majority of our major sponsorships have already 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.

Upcoming Events

2/10 - Annual Beer Tasting

2/14 – 2/17 – Wright State Homecoming (highlights below, full schedule at wright.edu/homecoming) THEME – The Roaring Twenties

- 2/14 Bee's Knees Kickoff
- 2/15 Donuts with the Deans
- 2/15 Cat's Meow Paint and Sip
- 2/15 Trivia Night
- 2/16 Alumni Achievement Awards
- 2/17 Raider Roundup and Chili Cookoff
- 2/17 Men's and Women's Basketball games
- 2/17 NPHC Step Show
- 2/17 Homecoming Dance

3/23 – Veteran and Military Alumni Society Cornhole Tournament

4/11 – Cleveland International Film Fest with significant Wright State presence

4/12 – A Celebration of 50 years of Nursing at Wright State

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

10/4 – Amigos Latinos Gala

Planned Giving Update February, 2024

FY 24 Update:

- We have secured 16 estate gift intention so far totaling more than \$8,500,000 in this fiscal year.
- Three estate gifts have been realized totaling \$2,030,000.
- We have 6 gift expectancies in process. The total value of these estates exceeds \$3,300,000.
- Additionally, eight deferred gift discussions are active and moving toward closure with known anticipated commitment amounts, along with several other planned giving conversations in various stages.

Advancement Committee Report February 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

60-day results FY24	\$140,352	436 gifts
60-day results FY23	\$90,419	387 gifts
60-day results FY22	\$118,351	439 gifts
60-day results FY21	\$138,171	611 gifts
60-day results FY20	\$86,994	326 gifts
60-day results FY19	\$80,090	363 gifts
60-day results FY18	\$78,021	344 gifts
60-day results FY17	\$83,870	477 gifts

2023 CSIC – Campus Scholarship and Innovation Campaign

The 2023 CSIC campaign reporting year officially closed on December 31st, we concluded CY2023 at 42% participation among full-time faculty and staff, which is down one percentage point compared to CSIC 2022.

- 51% were staff donors
- 34% were faculty donors

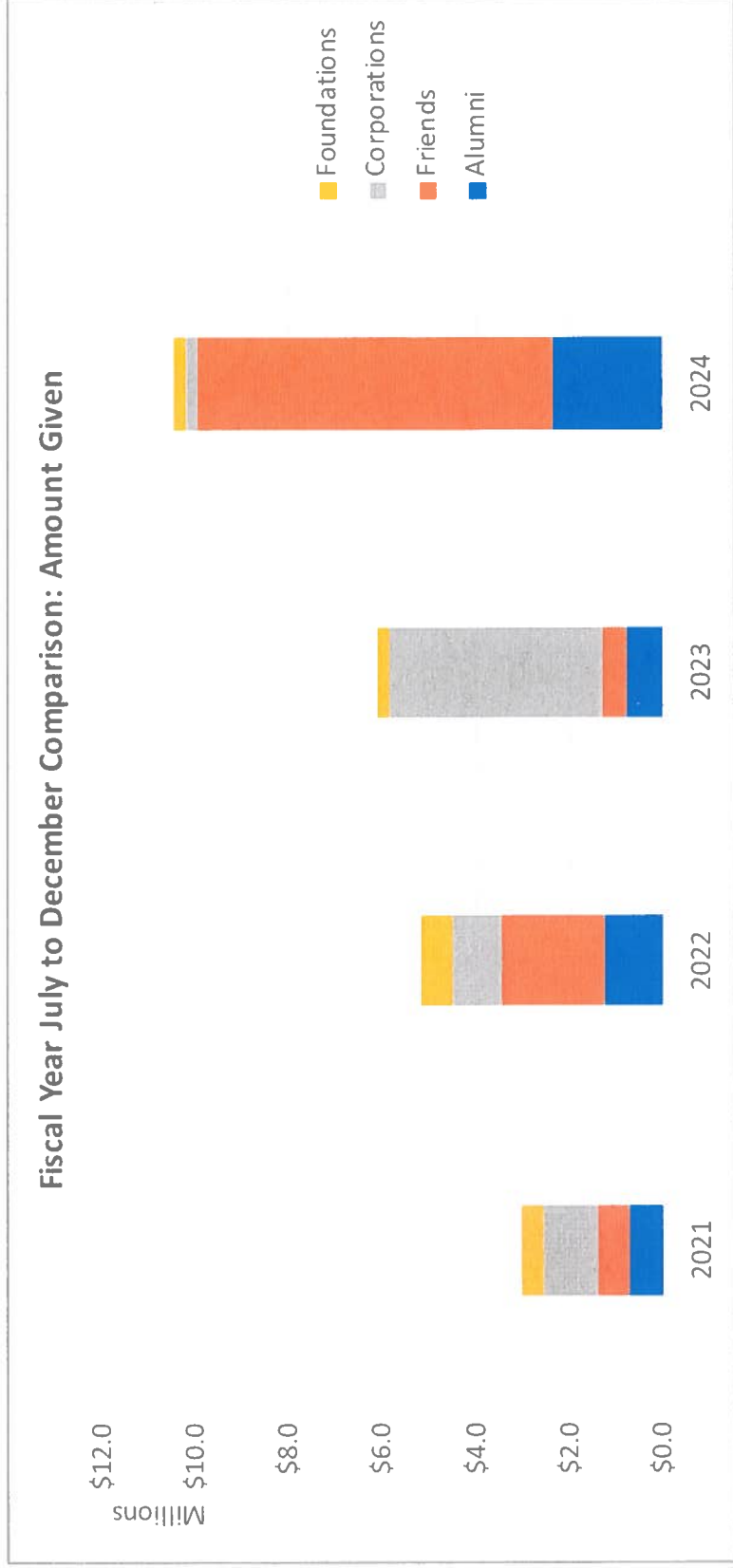
The 2024 faculty, staff, retiree campaign will launch in mid-March.



FOUNDATION

Commitments per Fiscal Year by Source: Dollars FYTD Comparison July 1, 2020 - December 31, 2023

FYTD Jul-Dec	Alumni	Friends	Corporations	Foundations	Grand Total
2021	\$766,090.35	\$632,948.62	\$1,151,571.03	\$499,710.66	\$3,050,320.66
2022	\$1,291,319.29	\$2,152,131.18	\$1,052,496.30	\$703,888.22	\$5,199,834.99
2023	\$821,757.36	\$490,507.55	\$4,539,552.69	\$304,397.95	\$6,156,215.55
2024	\$2,354,171.61	\$7,593,521.88	\$282,592.91	\$269,728.50	\$10,500,014.90



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

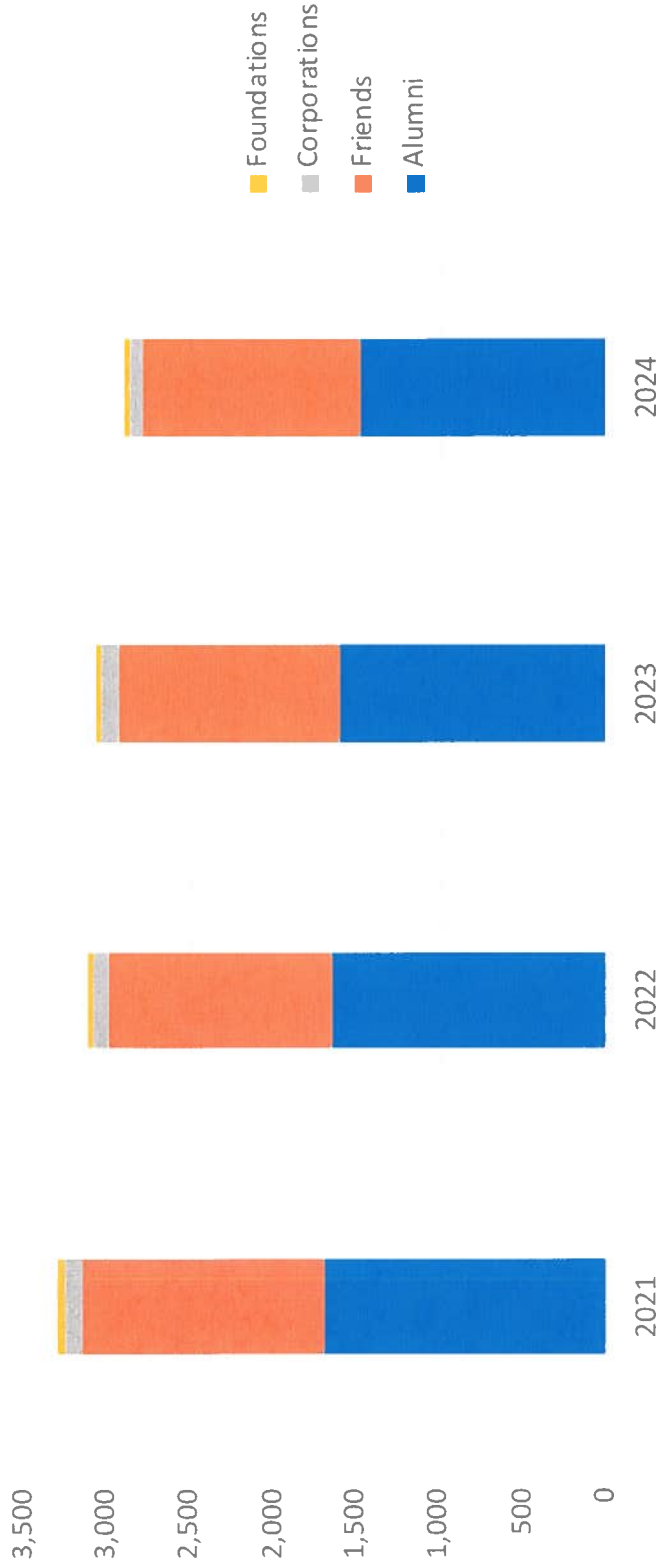


FOUNDATION

Commitments per Fiscal Year by Source: Donors FYTD Comparison July 1, 2020 - December 31, 2023

FYTD Jul-Dec	Alumni	Friends	Corporations	Foundations	Grand Total
2021	1,696	1,448	108	40	3,292
2022	1,648	1,344	93	25	3,110
2023	1,602	1,324	104	39	3,069
2024	1,466	1,324	72	27	2,889

Fiscal Year July to December Comparison: Number of Donors



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