

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
May 2025**

	PAGE
1. Alumni Relations	2
2. Planned Giving	4
3. Annual Giving	5
4. Fundraising	6

## **Alumni Relations Report for the May University Board of Trustees Meeting**

We completed an alumni survey in December and January. We received almost 1,000 responses from alumni around the country. The results are below:

- 37% of alumni feel very connected to Wright State
- 68% of alumni would recommend Wright State to a prospective student
- The most important things to alumni are value/respect for degree, availability of scholarships, accomplishments of our students and alumni.
- 70% of alumni have a good or great experience as an alumnus, up from 64% from our 2019 survey.
- 92% of alumni rate their decision to attend Wright State as good or great, up from 87% in 2019.
- The biggest gaps for alumni are in the areas of career services, benefits, and student mentoring. As a result, we've implemented or expanded the following:
  - Rolling out new expanded benefits to alumni that include access and discounts on travel, concerts, amusement parks, Broadway plays, sporting events, etc.
  - Highlighting our new Career Hub and all the services available to alumni. Also, focusing on alumni-only career fairs twice a year.
  - Expanding the Alumni Ambassador PACK program which pairs alumni with incoming students as a mentor. Currently we have approximately 200 alumni volunteers and almost 1,000 students enrolled in this program.

### **Network and Society News**

- The veteran and military alumni raised nearly \$3,000 from the cornhole tournament in March.
- Amigos Latinos 2/6 - Amigos Latinos hosted Homecoming Salsa Night which saw over 200 attendees dance alongside local music group Dayton Salsa Project.
- College of Engineering and Computer Science Alumni Society 1/31 - The newly-formed CECS Alumni Society hosted a 24-hour Hackathon event in conjunction with the college. Alumni volunteers supported over 80 student attendees at this event.

### **Past Events**

- Homecoming, Feb. 5-8, had had its largest audience ever with nearly 2,000 attendees (not including the basketball games).
- Veteran and Military Alumni Society Cornhole Tournament had 28 teams and raised nearly \$3,000 to help fund their endowment.

### **Upcoming Events**

4/23 – Grad Fest

4/29 – Wright State vs UD baseball game at Dragon's stadium

4/30 – Tassels & Toasts

5/4 – May Daze Craft Brew Fest

6/4 – Alumni-only career fair  
6/5 – Legacy Golf Outing (48<sup>th</sup> annual)  
6/20-6/22 – BSOM alumni reunion weekend  
6/22 – Wright State Day at Kings Island  
9/6-9/7 – Spirits and Spells bus tour

### **Marketing/Communications**

- The 2025 magazine is underway, scheduled to be in mailboxes in August.
- 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
- Sent our first Diploma insert flyer out to all recent graduates educating them on the next steps of being an alumnus, the benefits, and events.
- Working on revamping a completely new web page geared towards recent graduates as a resource for what's available to them after graduation and how they can stay connected

### **Planned Giving Update – FY 2025**

- ☐ To-date we have secured 9 gift intentions totaling \$4,916,000.
- ☐ We have received 7 realized gifts from bequests so far this fiscal year with a value of more than \$2,760,000.
- ☐ There are currently 5 estate gifts that are in process of being realized upon clearing the legal and tax processes. The expected value of these estates nearing completion totals \$270,000.
- ☐ We have 5 planned gift discussions in process where testamentary commitments have been disclosed. The value of these future gift commitments totals \$1.7 million.
- ☐ We hosted a stewardship event as part of our ongoing interactions with Katharine Wright Legacy Society members. For this event, we opened it up to the Wright State community and the community at large. We hosted a book talk with International Best-Selling author, Tracey Enerson Wood. She talked about her latest book, *Katharine, the Wright Sister*. Wood also spoke to a creative writing class and toured the Archives and Special Collections.
- ☐ Additionally, we have numerous other active gift discussions in process where the gift value is still being determined and timing is being worked on. Also, we continue to aggressively market planned giving to the broader constituency as our means to drive in future estate gift commitments.

## **Annual Giving Report—May 2025**

### **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 FY25	\$138,472	473 gifts
90-day results FY24	\$154,173	478 gifts (included 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

### **2025 CSIC – Campus Scholarship and Innovation Campaign**

Campaign kicked off on Monday, March 18 and concludes on Friday, April 25.

### **2025 Phonathon**

Fall Phonathon focused on alumni support for Wright Day to Give and Spring Phonathon focused on donor types, lybunt, sybunt, lapsed, friends and alumni. 2025 Phonathon concluded on April 3.

FY 2025 Results: \$30,948	295 gifts
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**

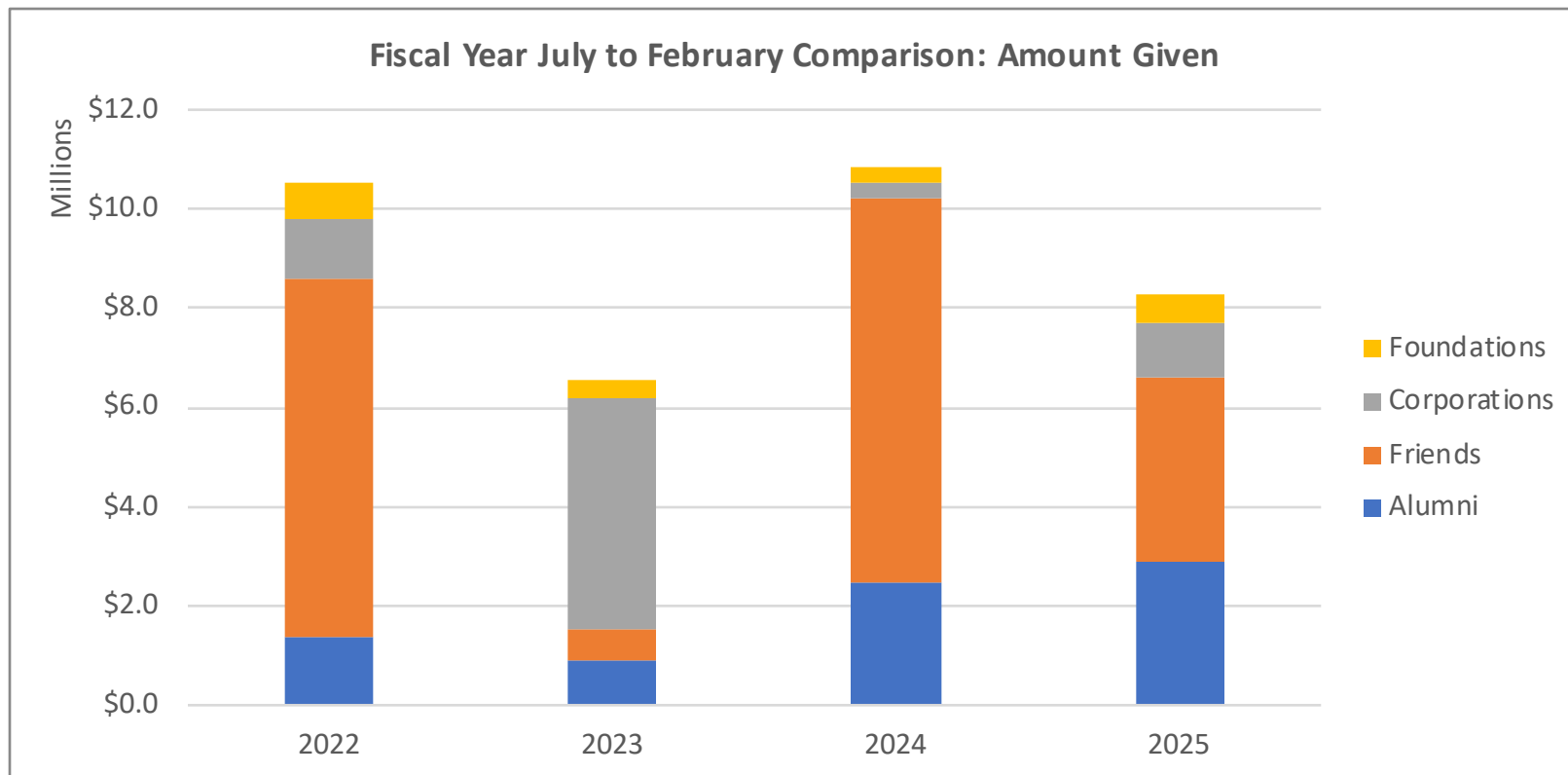
The annual spring direct mail appeal is scheduled to drop the second week of May. It was customized by donor category, focusing on student scholarship and program support



## FOUNDATION

### Commitments per Fiscal Year by Source: Dollars FYTD Comparison July 1, 2021 - February 28, 2025

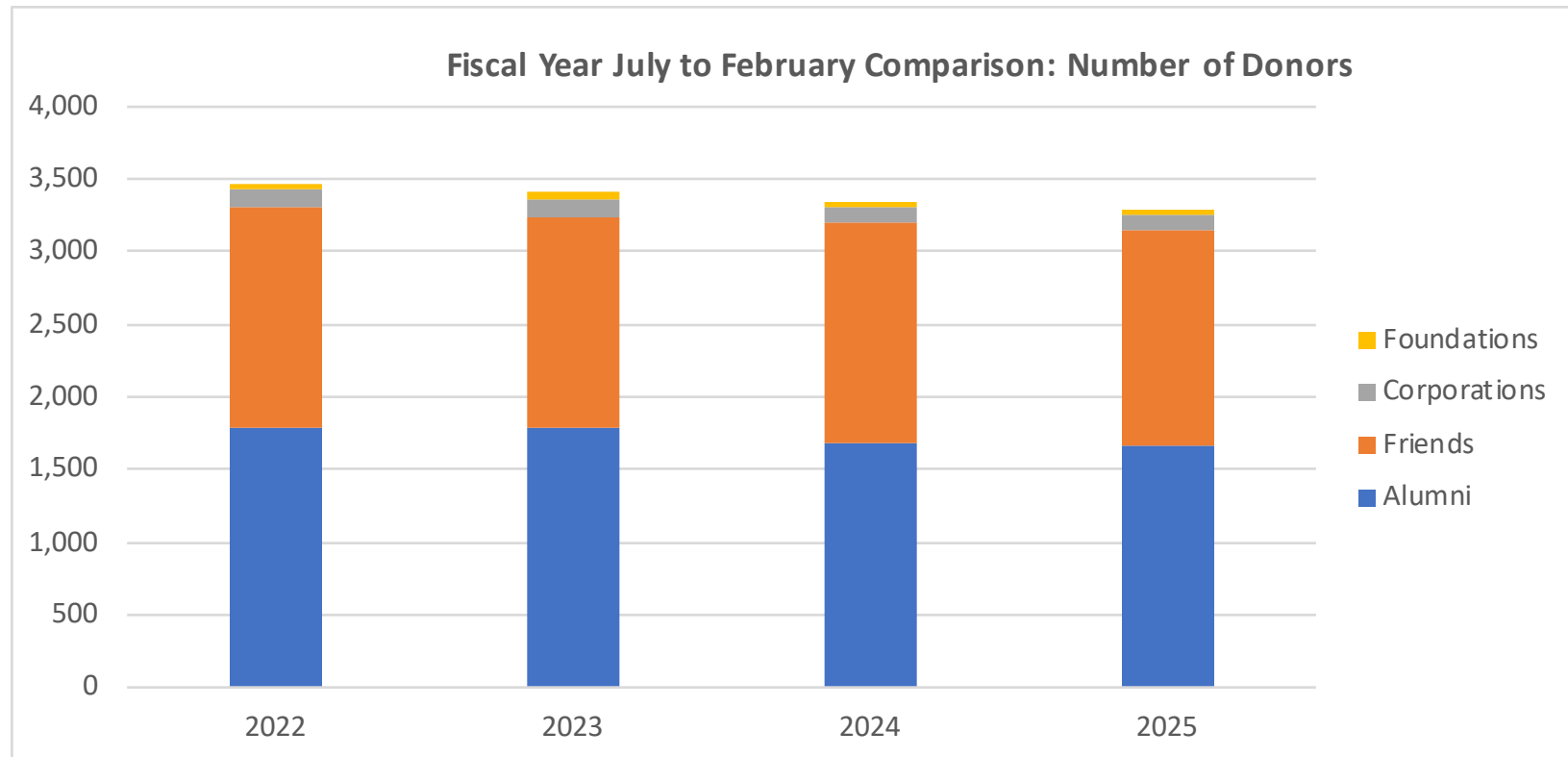
FYTD Jul-Feb	Alumni	Friends	Corporations	Foundations	Grand Total
2022	\$1,371,563.11	\$7,216,364.20	\$1,197,821.86	\$749,598.26	\$10,535,347.43
2023	\$885,779.77	\$661,174.20	\$4,629,654.81	\$371,990.82	\$6,548,599.60
2024	\$2,474,384.24	\$7,737,553.30	\$340,358.14	\$315,238.38	\$10,867,534.06
2025	\$2,913,923.82	\$3,691,131.13	\$1,122,075.69	\$526,912.18	\$8,254,042.82



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

**Commitments per Fiscal Year by Source: Donors FYTD Comparison  
July 1, 2021 - February 28, 2025**

FYTD Jul-Feb	Alumni	Friends	Corporations	Foundations	Grand Total
2022	1,793	1,521	117	33	3,464
2023	1,783	1,461	125	43	3,412
2024	1,688	1,508	111	34	3,341
2025	1,670	1,485	100	40	3,295



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