

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
December 2025**

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

Building on our record-breaking Homecoming attendance, all of our Fall events have been doing very well, several breaking attendance records. Since January 1, 2025 we have engaged well over 7,500 people at our various events.

### **Past Events/Attendance**

- Gold member appreciation at Carillon Park - 52
- WDTG kick off events – 216
- Pizza with the PACK on WDTG for students – 290
- Winter Grad Fest - 85

### **Upcoming Events**

12/9 – Tassels and Toasts  
1/31 – Sapphire Jubilee  
2/4-2/7 – Wright State's Homecoming  
    2/5 – Paint and Sip  
    2/5 – CHEH Trivia Night  
    2/6 – Alumni Achievement Awards  
    2/6 – Rathskeller After Dark  
    2/7 – Raider Roundup Tailgate  
    2/7 – Annual Beer Tasting  
4/11 – ARTSGALA  
4/17 – Amigos Latinos Alumni Society Celebration  
5/3 – May Daze Craft Beer Fest  
6/10 – 50<sup>th</sup> Annual Morgan-Stanley Legacy Golf Outing  
6/14 – Wright State Day at Kings Island

### **Network and Society News**

- Wright Day to Give
  - All our Alumni Networks leveraged a \$250 match to raise funds from their constituents on the Wright Day to Give
- African American Alumni Society
  - On October 22<sup>nd</sup>, AAAS held a career summit that brought together students and local employers for networking
- Social Work Alumni Society
  - In the month of November, the Social Work Alumni Society distributed \$50 gift cards to nine current Wright State Social Work students who had lost their SNAP benefits

Alumni Ambassador P.A.C.K. program – Initial communications for 2025/26 freshmen have been distributed! The P.A.C.K. program has now connected over 800 students with 200 alumni ambassadors.

### **Marketing/Communications**

- WDTG marketing was in full affect with great results. Used a full multichannel led approach to reach as many folks as possible including but not limited to, direct mail, email, social media, in person events, and video.
  - Social Media Campaign and paid advertising
  - 2 In person events
  - 1 Student event with 67 Society
  - New college videos
  - New marketing videos for email and social
  - Segmented approach for various alumni demographics
  - Partnership with UCM social media team
  - Partnership with the MGO's and leadership from each college
  - 2 Different segmented direct mail postcards in mailboxes
  - Heightened focus on expanding Lake Campus reach and resources on this day
- Gearing up for the 10<sup>th</sup> Anniversary of Wright Day to Give (WDTG)
- A name and new direction was formulated for the alumni owned business project. We are partnering with UCM to launch “The Wright Connection”
  - Our first business profile launched on Small Business Saturday and we plan to continue identifying alumni owned businesses and expanding our reach
  - We are currenting working on a brand and potential materials to pass out to our alumni owned businesses
- Diploma insert flyers have been going out to all recent graduates educating them on the next steps of being an alumnus, the benefits, and events.
- Working on the Almbase transition. This will take us to a new platform for hosting our events and sending our emails
- Planning for 2026 Golf Outing at a new location to celebrate our 50th Anniversary is under way
- Homecoming planning is also underway and a theme has been picked. Marketing for that will soon begin to ramp up.

## **Planned Giving Report, December 2025**

### **FY 26 Update -**

- ☐ We have seven planned gift discussions in progress with an anticipated value of over \$2.7 million.
- ☐ We have received four estate gift disbursement during this fiscal year and are waiting on two others to work their way through the estate process. The total value of the distributions received to date is just under \$80,000.
- ☐ Additionally, we have several other active gift discussions in various stages where the gift value is not yet determined. We are also working with other prospects regarding the possibility of their planned giving interests.
- ☐ We hosted an estate planning seminar facilitated by an estate planning attorney and a Certified Financial Planner as part of our planned giving marketing strategy with 10 registered attendees.

### **Annual Giving Update, December 2025**

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.

### **The Wright Day to Give (WDTG) – September 30 & October 1**

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

#### **Give Back to the Pack – September 30 & October 1**

- WSU Magazine Ad included QR code to give early: dropped early August
- Phonathon: September 4 – September 27
- Direct mail postcard: Dropping mid-September to nearly 21,000 alumni and friend donors
- Social media and digital advertising: begin the week of September 15
- Digital launch: September 30
- Two kickoff events
  - Dayton Event
    - Tuesday, September 30 5 – 7 p.m.
    - Southern Ohio Brewery, Beavercreek OH
    - Audience: alumni, friends, faculty, and staff
  - Lake Campus Event
    - Tuesday, September 30 5 – 7 p.m.
    - Moeller Brew Barn, Maria Stein OH
    - Audience: alumni, friends, faculty, and staff
- Student on campus event
  - Wednesday, October 1<sup>st</sup> 11 a.m. – 2 p.m.
  - The Quad
  - Audience: students

Use a tactical marketing campaign (Phonathon, direct mail, email, social media, digital advertising, and videos) to solicit donations.

### **2025 Results**

- 1,010 donors
- \$230,655

### **2024 Results**

- 1,144 donors
- \$228,940

### **2023 Results**

- 1,095 donors
- \$188,549

### **2022 Results**

- 1,009 donors

- \$202,931

#### 2021 Results

- 1,011 donors
- \$212,215

#### 2020 Results

- 1,023 donors
- \$205,624

#### 2019 Results

- 622 donors
- \$64,430

#### 2018 Results

- 550 donors
- \$69,581

#### 2017 Results (inaugural year)

- 548 donors
- \$47,502

#### **Fall Direct Mail Appeal**

The annual fall direct mail is dropping on multiple days the first and biggest components dropped in mid-November, and the second, our Lybunt component (those that gave in FY25) will drop on December 5. The mailing features students from each of our colleges and college priority funds.

## **Campaign Feasibility Study**

WSU has engaged the Benefactor Group to assist with our campaign feasibility study. During the feasibility study, Benefactor Group will conduct 15 confidential interviews with Wright State's top donors and key stakeholders. Additionally, they will train members of our development team to conduct interviews with stakeholders, including major gift donors, prospective donors, corporate and foundation representatives, board members, and community leaders. We have currently identified over 100 potential individuals to invite for interviews.

Through these discussions we will accomplish the following.

- Assess the philanthropic appeal of the proposed campaign and case statement.
- Evaluate the likelihood of attracting leaders and leadership gifts to support a campaign.
- Identify external factors (e.g., philanthropic competition, economic climate) that may affect the timing and strategy of a campaign.
- Identify candidates for leadership gifts and volunteer campaign leaders.
- Assess each interviewee's intent to serve as a campaign donor and/or volunteer.

Several group discussions will also provide an excellent forum to engage individuals beyond the one-to-one interviews. Potential participants include representatives from cohorts such as the Foundation Board (current and former members), Alumni Association Board, community partners, loyal mid-tier donors, and/or faculty and staff.

A campaign readiness assessment will also be completed to determine Wright State's readiness for a successful campaign through analysis of four critical categories, a comparison of our current capabilities to the needs of the proposed campaign, and identification of gaps in relevant areas.

**People.** A successful, rewarding campaign begins by ensuring that the Advancement Division has the right organizational structure—one that is conducive to the needs of the campaign (and afterward). We will assess the current organizational structure and capacity across the Advancement Division and determine what design will be most effective for the campaign.

**Processes.** We will examine the day-to-day tasks required to deliver the work. We further distinguish these into six process groups: major gifts, portfolio management, solicitation management, prospect research, prospect management, and stewardship.

**Technology.** The technology assessment will include all software and related procedures required to manage a data-driven campaign, including constituent relationship management, data quality, and business intelligence.

**Culture.** We will assess the four components that compose a strong culture: strategic, philanthropic, data-driven, donor-centered.

Upon the completion of individual interviews, focus groups, and the campaign readiness assessment, the Benefactor Group will perform a comprehensive assessment of the quantitative and qualitative data resulting in both refinement of the working Case Statement and establishment of a forecasted campaign financial goal. Completion of the study is expected by March 1<sup>st</sup>, 2026.