

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
February 2025**

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

We completed an alumni survey in December and January. We got almost 1,000 responses from alumni around the country. The results are being tabulated now, and we expect to be presented with the data before the end of February. The data will be broken up by college and will help inform the Alumni Association's next strategic plan.

### **Network and Society News**

- The veteran and military alumni society endowed a new \$10,000 fund to support the VMC and its students.
- African American Alumni Society 2/2 – AAAS hosted their own kickoff to Homecoming with Soul Food Sunday ahead of the 2/2 men's basketball game
- 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**

The various Homecoming events held Feb. 5-8 had over 2,000 alumni, students, faculty, staff, and guests attend them this year. That is a new record. This does not include the 4,600+ attendees at the basketball game.

12/4 – 2024 Winter Grad Fest

12/5 – 2024 Winter Tassels and Toast – President's grad champagne toast

1/28 - Nursing Alumni Society's "Media Club" - 14 attendees

1/31 CECS Hackathon – 80 student attendees

2/2 – AAAS's Soul Food Sunday – 30 attendees

2/6 - CHEHS Homecoming Trivia Night – 70 attendees

2/6 - Homecoming Salsa Night – 200 attendees

2/8 - Homecoming Beer Tasting – 170 attendees

## **Upcoming Events**

3/22 – Veteran and Military Alumni Society Cornhole Tournament

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

5/4 – May Daze Craft Brew Fest

6/5 – Legacy Golf Outing (48<sup>th</sup> annual)

6/22 – Wright State Day at Kings Island

## **Ongoing**

Alumni PACK mentorship program – The PACK program is in its 2nd year, has increased the number of volunteers by over 15%, and is beginning again, with this year's freshmen already receiving postcards from their matched alumni. Renew your PACK mentorship on our alumni website.

## **Marketing/Communications**

- The 2025 magazine is underway, scheduled to be in mailboxes in August.
- WDTG was a huge success. Utilized a full multichannel led approach to reaching as many folks as possible including, but not limited to, direct mail, email, social media, in person events, and video.
- Expanded membership of the marketing committee on the alumni board. Divided up initiatives and assigned a member on the committee to champion each one. Held a retreat where we focused on practical ideas and initiatives to complete our strategic plan goals as well as setting some other secondary goals
- 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
- Got 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 whole new web page geared towards recent graduates as a resource for what's available to them after graduation and how they can stay connected
- Golf Outing planning for 2025 is well underway. Marketing materials updated, most major sponsorships secured from last year, and website is live
- Homecoming was a great success with expanded marketing efforts across all marketing channels. All of our alumni events were either sold out or at capacity. Great turnout!
- Conducted our Alumni Survey. Results and data collected are currently being processed by our external partner on the survey.

## **Other News**

- Grad Week events – for the first time, Alumni Relations hosted Grad Week activities in our Alumni Atrium in the Student Union. Around 100 students, parents, faculty, and staff gathered in our space to pick up shirts, hear guest speakers, learn about alumni resources, and toast to their graduation.

## **February 2025**

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

- ☐ To-date we have secured 5 gift intentions totaling \$1,356,000.
- ☐ We have already received our second realized gift bequest this fiscal year with a value of over \$1 million. Both were scholarship funds in the Boonshoft School of Medicine. In total, we have received gifts from six estates and a total of more than \$2,700,000.
- ☐ There are currently six estate gifts that are in process of being realized upon clearing the legal and tax processes. The total of these estates nearing completion is \$350,000.
- ☐ We have five planned gift discussions in process where testamentary commitments have been disclosed. The anticipated value of these future gift commitments totals nearly \$3.6 million.
- ☐ Additionally, we have several other active gift discussions in process where the gift value is still being determined. We are also working with other prospects regarding the possibility of their planned giving interests.

## **February 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 17. 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 FY25	\$114,538	438 gifts
60-day results FY24	\$140,352	436 gifts (included a \$10k gift)
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

### **2024 CSIC – Campus Scholarship and Innovation Campaign**

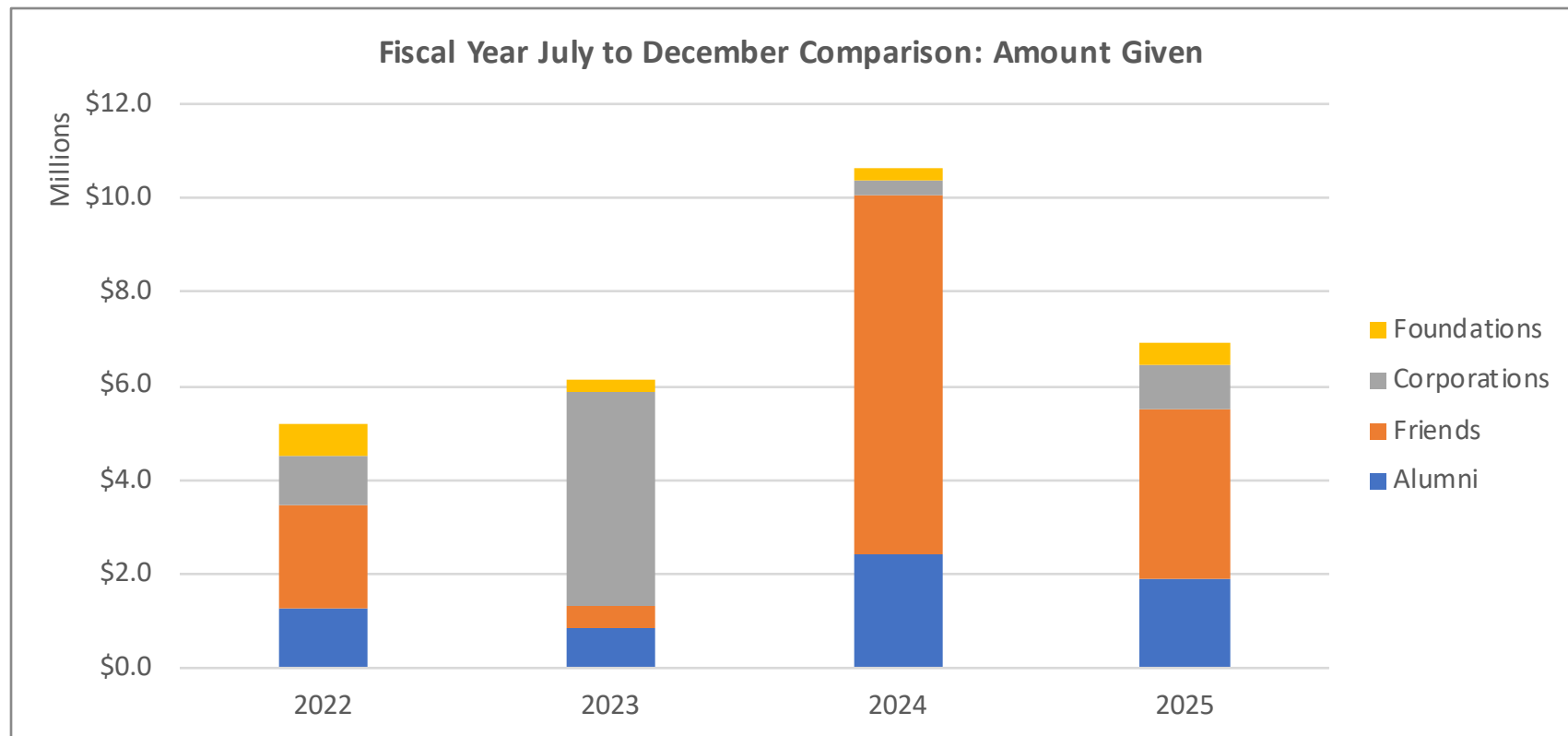
The 2024 CSIC campaign reporting year officially closed on December 31<sup>st</sup>, we concluded CY2024 at 52% participation among full-time faculty and staff, which is up 10 percentage points compared to CSIC 2023.

- 61% were staff donors
- 26% were faculty donors

The 2025 faculty, staff, retiree campaign will launch the week of March 17.

**Commitments per Fiscal Year by Source: Dollars FYTD Comparison  
July 1, 2021 - December 31, 2024**

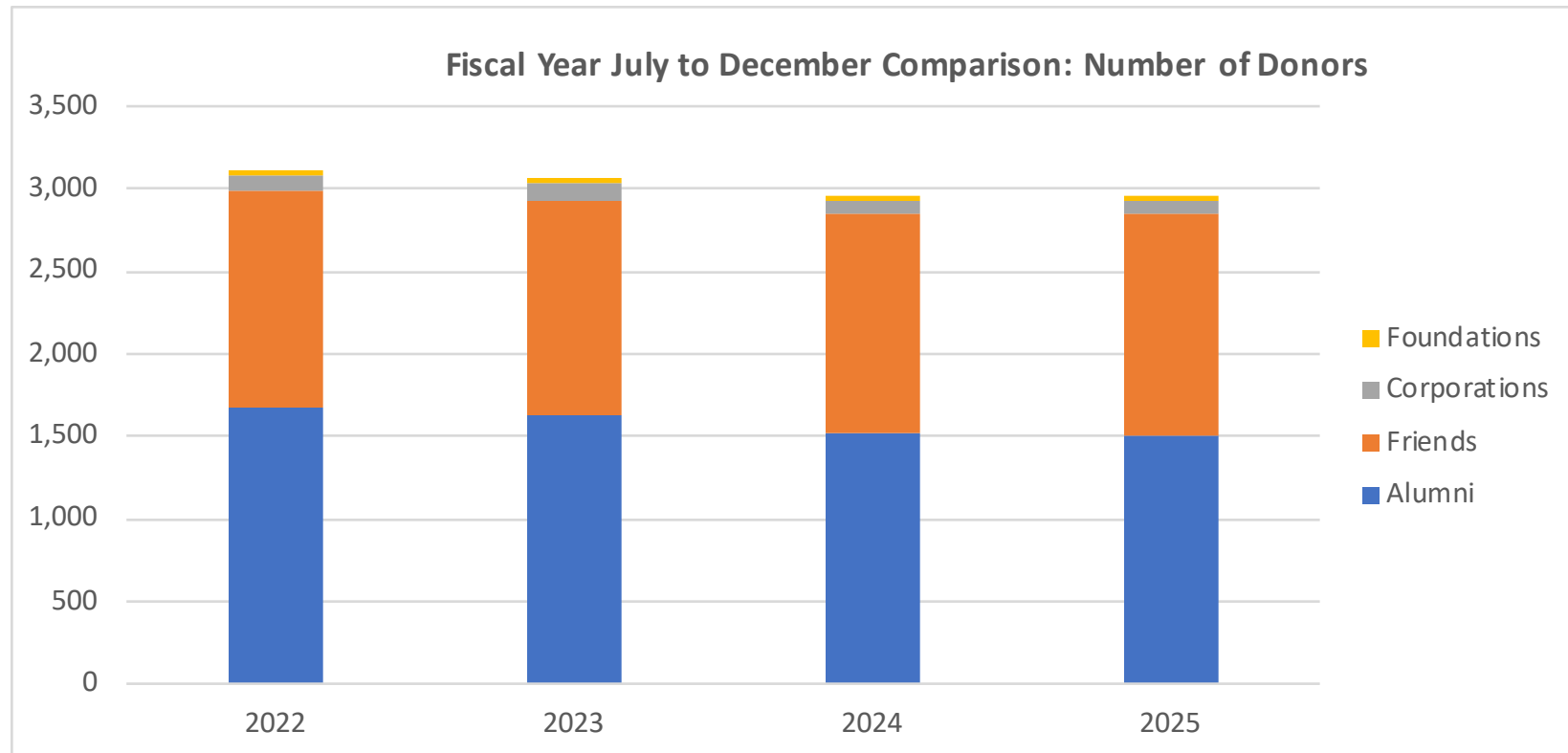
FYTD Jul-Dec	Alumni	Friends	Corporations	Foundations	Grand Total
2022	\$1,293,708.96	\$2,149,741.51	\$1,052,496.30	\$703,888.22	\$5,199,834.99
2023	\$824,346.96	\$487,917.95	\$4,539,552.69	\$304,397.95	\$6,156,215.55
2024	\$2,429,991.62	\$7,629,138.37	\$300,192.91	\$269,728.50	\$10,629,051.40
2025	\$1,921,206.02	\$3,600,287.21	\$922,166.54	\$466,810.86	\$6,910,470.63



*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 - December 31, 2024**

FYTD Jul-Dec	Alumni	Friends	Corporations	Foundations	Grand Total	
2022		1,669	1,323	93	25	3,110
2023		1,620	1,306	104	39	3,069
2024		1,514	1,335	76	27	2,952
2025		1,500	1,356	71	33	2,960



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