

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
September 2025**

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Alumni Relations Update

Building on our record-breaking Homecoming attendance, all of our Spring events have been doing very well, several breaking attendance records. Since January 1, 2025 we have engaged 6,538 people at our various events.

Past Events

- Spring grad fest – 126 attendees
- Spring Tassels and Toasts – 120
- May Daze Craft Brew Fest – 120
- HireOhio alumni-only career fair – 47
- Annual Legacy Golf Outing – 100
- Lake Campus Wine Festival – 182
- Kings Island Day – 211
- Went here work here Wednesday – 113
- GradX night at the Dragons – 45
- Spirits and Spells bus tour – 37
- StageWright arts event at Levitt VIP reception – 101
- StageWright arts event at Levitt - 500

Upcoming Events

9/20 – Gold card appreciation event at Carillon Park
9/30 – Wright Day to Give Kickoff events in Dayton and Celina
10/1 – Wright Day To Give
11/8 – Alumni Service Day
11/10 – HireOhio alumni-only career fair
1/31 – Sapphire Jubilee
2/4-2/7 – Wright State's Homecoming

Network and Society News

- GradX
 - 9/5 - Our graduates of the last decade - or GradX - held their first event since 2023, hosting alumni at Pins Mechanical and at a Dayton Dragons game. The event sold out and we saw many new faces!
- Amigos Latinos
 - While the Amigos Latinos Gala is postponed, our Amigos Latinos Alumni Society is stepping up to plan (alongside the Amigos Latinos Student Association) the Amigos Latinos Celebration at 6:00pm on Friday, April 17th.
- Wright Day to Give – all our alumni societies, including our newest, the College of Engineering and Computer Science Alumni Society, will be providing matches to fundraise for this year's Wright Day to Give.

P.A.C.K. – Over the last two academic years, over 600 students were matched with over 130 alumni to launch the PACK program, in which volunteers write postcards and emails encouraging students in their studies and promoting campus resources. Matching for 2025's PACK program will begin this month.

Marketing/Communications

- The 2025 magazine was delivered to mailboxes and via email in August.
- WDTG marketing is in full affect. Using 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
- New chair, Emily Broughton, on the marketing committee on the alumni board. Realigned focus with finishing execution of our strategic plan goals, and focusing on telling more alumni stories as well as focusing on getting our "Raider Owned" (name TBD) business initiative
- 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.
- Revamped our 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 2025 was a success. We are already planning for 2026 at a new location to celebrate our 50th Anniversary
- Homecoming planning is also underway and will be ramping up with our committee in the next month.
- Evaluated key results from our Alumni Survey. Results and data collected showed a couple of main points for us to focus efforts and resources-
 - Articulating the benefits offered as a member of the alumni association
 - Providing more access to career services resources and events
 - Providing more opportunities to mentor and give back to students directly
 - Student organizations and clubs were a key influence and indicator of their student experience
- We have started the migration process from imodules/Anthology to a new platform called Almbase. This will host our events and emails in the next year as we phase our old platform out. We have been using the outdated platform since 2013 and it was time for an upgrade as our communication needs continue to change and grow. We are working on extracting and archiving anything we may need from the old platform as we look to building out the new one

Planned Giving Report

FY 25 Planned Giving Results:

- ☐ We secured eight estate gift intentions totaling \$5,086,000.
- ☐ Nine estate gifts were realized totaling \$2,830,115.

FY 26 Update:

- ☐ We have five planned gift discussions in progress with an anticipated value of over \$1.5 million.
- ☐ We have received one estate gift disbursement during this fiscal year and are waiting on two others to work their way through the estate process.
- ☐ 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.
- ☐ Our planned giving marketing plans being carried out to encourage planned gifts. Among our marketing plans we intend to work closely with the Retirees Association, send direct mail to individuals with more than 20 years of faithful giving and hold an estate planning seminar.

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.

Spring Direct Mail (FY25) Appeal

The annual spring direct mail appeal dropped in early May. It was 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:

- 90-day results FY25 517 gifts, \$117,136
- 90-day results FY24 461 gifts, \$70,270
 - Long Lapsed/NonDonor “update your information” replies: 580
 - These segments in FY23 accounted for 43 donors and \$3800
- 90-day results FY23 487 gifts, \$88,879
 - Generated over \$9,300 to the unrestricted Student Scholarship Fund
- 90-day results FY22 492 gifts, \$72,851
 - Generated over \$8,000 to the unrestricted Student Scholarship Fund
- 90-day results FY21 577 gifts, \$86,279 (includes a \$10k gift)
- 90-day results FY20 712 gifts, \$88,574
- 90-day results FY19 576 gifts, \$78,622
- 90-day results FY18 664 gifts, \$93,019 (includes a \$10k gift)
- 90-day results FY17 688 gifts, \$92,855

2025 CSIC – Campus Scholarship and Innovation Campaign

- | | | |
|--|-----------|---|
| • 6/30/2025 Results | \$191,787 | 51% participation among Full-time Staff & Faculty |
| • 6/30/2024 Results | \$181,106 | 47% participation among Full-time Staff & Faculty |
| • 6/30/2023 Results | \$207,210 | 38% participation among Full-time Staff & Faculty |
| • 6/30/2022 Results | \$159,628 | 37% participation among Full-time Staff & Faculty |
| • 6/30/2021 Results | \$172,299 | 30% participation among Full-time Staff & Faculty |
| • 6/30/2020 Results | \$761,758 | 28% participation among Full-time Staff & Faculty |
| ◦ Includes a significant gift from Wright State Physicians | | |
| • 6/30/2019 Results | \$311,625 | 40% participation among Full-time Staff & Faculty |
| • 6/30/2018 Results | \$348,917 | 47% participation among Full-time Staff & Faculty |

2025 results will be calculated through December 31, 2025

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

Wright State will host its ninth annual giving day, a digital philanthropic challenge to our alumni, friends, parents, students, faculty and staff. 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 1st 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.

Fall Direct Mail Appeal

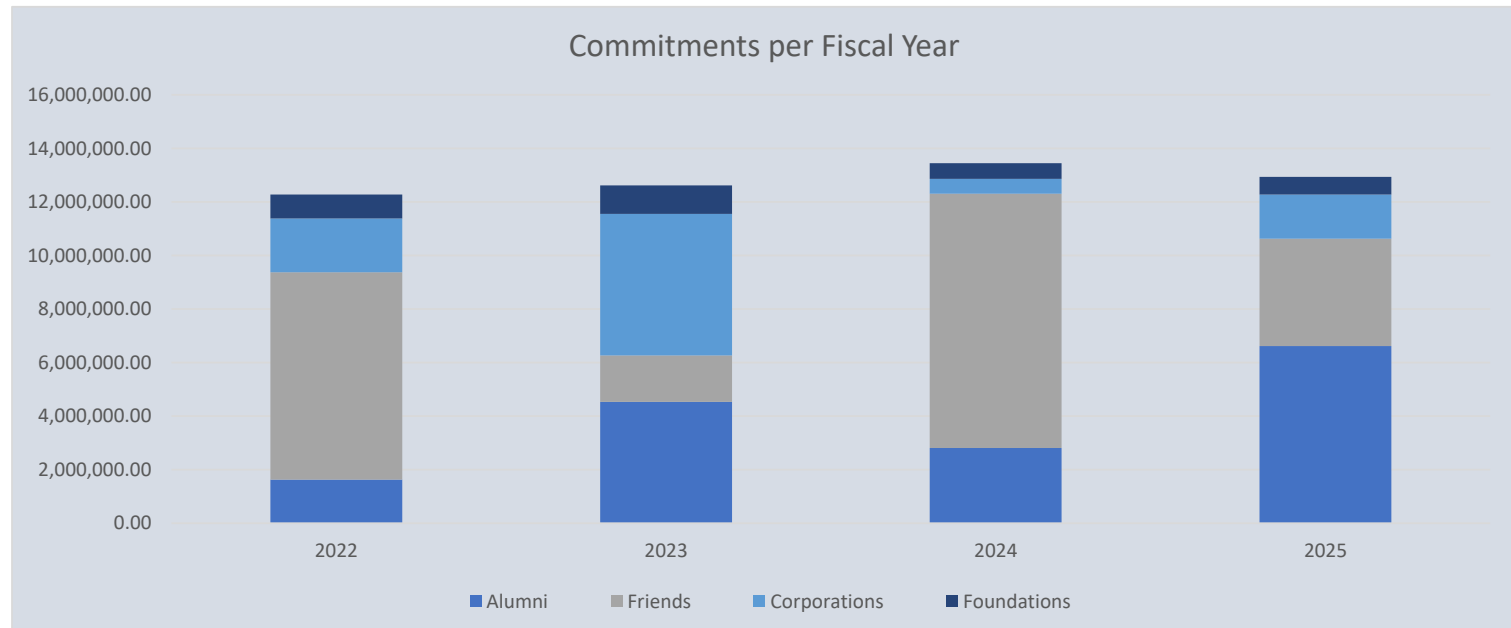
The annual fall direct mail appeal will mail around November 14, featuring students from each of our colleges and college priority funds.



FOUNDATION

Total Commitments per Fiscal Year

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total Commitments
2022	1,624,825.54	13.24%	7,751,164.59	63.17%	2,008,673.95	16.37%	886,492.51	7.22%	12,271,156.59
2023	4,532,222.48	35.94%	1,737,152.34	13.77%	5,284,937.50	41.91%	1,057,093.52	8.38%	12,611,405.84
2024	2,813,843.86	20.92%	9,499,253.12	70.63%	552,898.99	4.11%	583,044.20	4.34%	13,449,040.17
2025	6,619,688.73	51.18%	4,011,652.81	31.01%	1,640,803.55	12.68%	663,038.27	5.13%	12,935,183.36



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