

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
February 2026**

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**Alumni Relations Report**  
**February 2026**

**Marketing/Communications**

- WDTG marketing for our 10<sup>th</sup> Anniversary Day is in full effect. We have had our first meetings and planning has begun.
- We plan to continue to use a full multichannel led approach to reach as many as possible including but not limited to, direct mail, email, social media, in person events, and video.
  - Social Media Campaign and paid advertising
  - In person events
  - Student event with 67 Society
  - New marketing videos for email and social
  - Segmented approach for various alumni demographics
  - Partnership with UCM (University Comm. and Marketing) social media team
  - Partnership with the fundraisers and leadership from each college
  - Segmented direct mail postcards in mailboxes
  - Heightened focus on expanding Lake Campus reach and resources on this day
- We continue to partner with UCM to launch “The Wright Connection” a focus on alumni owned businesses and how we can promote and support them.
  - We are currently working on a brand and potential materials to pass out to our alumni owned businesses
- Diploma insert flyers went out to all recent graduates from December 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 emails. Events portion is almost up and fully transitioned. We begin training on the email portion this week. Everything is still on track for migration off of Anthology at the end of the fiscal year.
- Planning for 2026 Golf Outing at a new location to celebrate our 50th Anniversary is under way. We have secured Yankee Trace Golf club and already have all but 1 of our major sponsorships secured (and it is not filled because this company moved up to our new Presenting Sponsor Role with a larger gift!)
- Homecoming was successful and our office was able to market a multitude of events. We used the following ways to promote our events-
  - Paid social ads and paid boosting of events
  - 13k postcards mailed to alumni in Raider Country
  - Multifaceted email plan with numerous segmented emails
  - Website banner and events listings
  - Multiple social posts and collaborations with UCM
- Magazine work is in process as well. Since UCM has taken over production, our areas will include the following and are due March 10<sup>th</sup>
  - Alumni Events Calendar
  - Alumni Events photo spread with captions
  - Farewells and obituaries
  - Class Notes including a few more prominently featured folks
  - Any ads needed for filler
- I am also working with the Marketing Committee on the Alumni Board to begin working on our new goals for the new upcoming board strategic plan

## Network and Society News

- African American Alumni Society
  - On January 31st, AAAS held their annual Sapphire Jubilee gala to fundraise for their scholarship and celebrate scholarship winners
- Cincinnati Alumni Network
  - The Cincinnati Alumni Network will be holding its first event after 8 years of dormancy at the Skylight Tavern on 2/28 ahead of the Wright State vs. NKU game @ NKU
- Lake Campus Alumni Network
  - The Lake Campus Alumni Network is staying busy during their first full year back as an official network; they held an event 2/3 with a basketball gathering planned 3/5 and their wine festival in June

## Ongoing

- P.A.C.K. – Initial postcards and emails for 2025/26 freshmen have been distributed, as well as emails to sophomores and juniors in the program. The P.A.C.K. program has now connected over 800 students with 200 alumni ambassadors and will have its first in-person event this month in conjunction with the Division of Student Success.

## Past Events

- 12/9 – Winter 2025 Tassels and Toasts - ~60 attendees
- 1/31 – 2026 Sapphire Jubilee – 59 attendees
- 2/4 – First Gen Celebration - ~50 attendees
- 2/5 – Homecoming Trivia Night – 78 attendees
- 2/6 – Alumni Achievement Awards – 160 attendees
- 2/7 – Homecoming Beer Tasting – 121 attendees

## Upcoming Events

- 2/15 – WSU @ Cleveland State game and gathering
- 2/22 – WSU vs Robert Morris pre-game bar crawl
- 2/28 - WSU @ NKU game and gathering
- 3/5 – Alumni happy hour at Brew Nation
- 4/11 – Veteran and Military Alumni Society Cornhole Tournament
- 4/17 – Amigos Latinos Celebration
- 5/3 – May Daze Craft Brew Fest
- 5/11 – Isles of Med Cruise
- 6/10 – 50<sup>th</sup> annual Morgan Stanley Legacy Golf Outing
- 6/14 – Wright State Day at Kings Island
- 10/13 – Italian Sojourn Cruise

## February 2026

### Planned Giving Report

#### FY 26 Update -

- We have seven planned gift discussions in progress with an anticipated value of over \$3 million.
- We have received five estate gift disbursement during this fiscal year. The total value of the distributions received to-date is just under \$80,000. We also have four estate gifts that will be disbursed once the estate process is completed for the deceased donors. The anticipated value of these distributions is more than \$225,000.
- 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.
- A key part of our planned giving strategy is donor education. The consistent messaging we provide each year helps to generate planned gifts once donors are at a point in life to begin their estate planning. Because of our efforts, a number of donors include a planned gift for Wright State in their estate plans. As one of our marketing efforts we hosted our second annual estate planning seminar facilitated by an estate planning attorney and a Certified Financial Planner. The seminars provide donors with information about the estate planning process and why it is important. Attendees have their questions answered. A part of these events includes a discussion about various methods of including a charitable gift as part of the estate planning process. Over the last two years, we have had over 50 constituents register for these events.

## Annual Giving February 2026

### 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 in November. 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 FY26	\$103,533	337 gifts
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

### 2025 CSIC – Campus Scholarship and Innovation Campaign

The 2025 CSIC campaign reporting year officially closed on December 31<sup>st</sup>, we concluded CY2025 at 54% participation among full-time faculty and staff, which is up 2 percentage points compared to CSIC 2024.

- 60% were staff donors
- 40% were faculty donors

The 2026 faculty, staff, retiree campaign will launch the week of March 16.

## 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. To date, approximately 50 interviews have been completed and this work will continue through February. Valuable feedback is being collected and will be aggregated to inform next steps for the campaign.

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. Members of the Foundation Board participated in a group session on February 6<sup>th</sup>. Two additional open group sessions will be held in late February to include Alumni Association and Western Ohio Education Foundation board members.

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.

**Milestones:** Interviews completed or scheduled by March 1<sup>st</sup>, 2026. Data analysis complete and recommendations received by May 1<sup>st</sup>, 2026.

