



**WRIGHT STATE
UNIVERSITY**

BOARD OF TRUSTEES

TABLE OF CONTENTS

ADVANCEMENT	PAGE 2
COMMUNICATIONS	PAGE 9
FOUNDATION	PAGE 12
RESEARCH AND SPONSORED PROGRAMS	PAGE 18

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
December 2024**

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

Alumni Relations Report for the December University Board of Trustees Meeting

We are launching an alumni survey this month with a multi-channel approach to obtain feedback from our alumni regarding their experiences with Wright State, their likelihood to give, and what they would like to engage with and attend. The data will be broken up by college and will help inform the Alumni Association's next strategic plan.

Network and Society News

· Veteran and Military Alumni Society

- 9/7 – The Veteran and Military Alumni Society hosted their annual Golf Outing, which saw 22 teams and 88 players play.

· African American Alumni Society

- 9/28 – AAAS's Annual Sapphire Jubilee was attended by over 60, featured a special message from representative Joyce Beatty, and raised over \$4000 for scholarships and support of the Bolinga Center.

· Amigos Latinos

- 10/5 – The Amigos Latinos Alumni Society partnered with campus's Latino Center to host the annual Amigos Latinos Gala, which was attended by over 370 and raised nearly \$30,000 for scholarships and support of the Latino Center.

· Social Work

- 10/28 – The Social Work Alumni Society hosted their Book Club/New member social.

Past Events

9/30 – 10/1 – Spirits and Spells Tour – 29 attendees

11/9 – Alumni Service Day – 50 attendees

Upcoming Events

12/4 – 2024 Winter Grad Fest

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

12/13–14 – Winter Commencement

Homecoming February 5-8, 2025

2/5 Women's basketball

2/6 Paint and Sip

2/6 Trivia Night

2/7 Alumni Achievement Awards

2/7 Rathskeller after dark with dueling pianos
2/8 Raider Roundup
2/8 Men's basketball
2/8 – Alumni Beer Tasting
4/29 – Wright State vs UD baseball game at Dragon's stadium
5/4 – May Daze Craft Brew Fest
6/5 – Legacy Golf Outing (48th 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

- Work on the 2025 Magazine has begun with a mail date of August 2025
- WDTG 2024 was the highest numbers in terms of dollars and donors since it started. We executed a multi-day approach and expanded our reach with campus partners
- The Marketing Committee of the Alumni Board is working diligently on their strategic plan goals and working to schedule a retreat in mid-January 2025
- 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
- Homecoming planning and marketing is in full effect. Communication plan including direct mail, email, social and of course on campus marketing resources has been planned along with in-depth planning for our alumni achievement awards program and other alumni specific events that will happen that weekend
- Prepping our new space with murals and other attributes to make it a warm and inviting space for current students about to graduate and any alumni visiting campus. Multiple photo ops as well as a small give-away if you drop by our office are all in the progress
- Onboarding new student workers to assist with expanding our social media reach

December 2024

Planned Giving Update – FY 2025

- To-date we have secured 3 gift intentions totaling \$940,000.
- We have already received one realized gift bequest this fiscal year with a value of over \$1 million for a scholarship fund in the Boonshoft School of Medicine.
- There are currently 9 estate gifts that are in process of being realized upon clearing the legal and tax processes. The total of these estates nearing completion is \$2 million.
- 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.

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.

The Wright Day to Give (WDTG) – October 1 – 2

Wright State hosted its eighth annual giving day, a digital philanthropic challenge to our alumni, friends, parents, students, faculty and staff October 1 & 2. Engaging with Wright State for a day that brings together ALL Raiders and Lakers.

Give Back to the Pack - October 1 – 2

- WSU Magazine Ad included QR code to give early: dropped early August
- Phonathon: September 5 – September 30
- Direct mail postcard: 17,000 alumni and friend donors received the mailer
- Social media and digital advertising
- Digital launch: October 1
- Two events
 - Kickoff event
 - Tuesday, October 1st 5:30 – 8:00 p.m.
 - Wandering Griffin Brewery and Restaurant
 - Audience: alumni, friends, faculty and staff
 - Student on campus event
 - Wednesday, October 2nd 11 a.m. – 2 p.m.
 - Hamilton Plaza
 - Audience: students

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

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

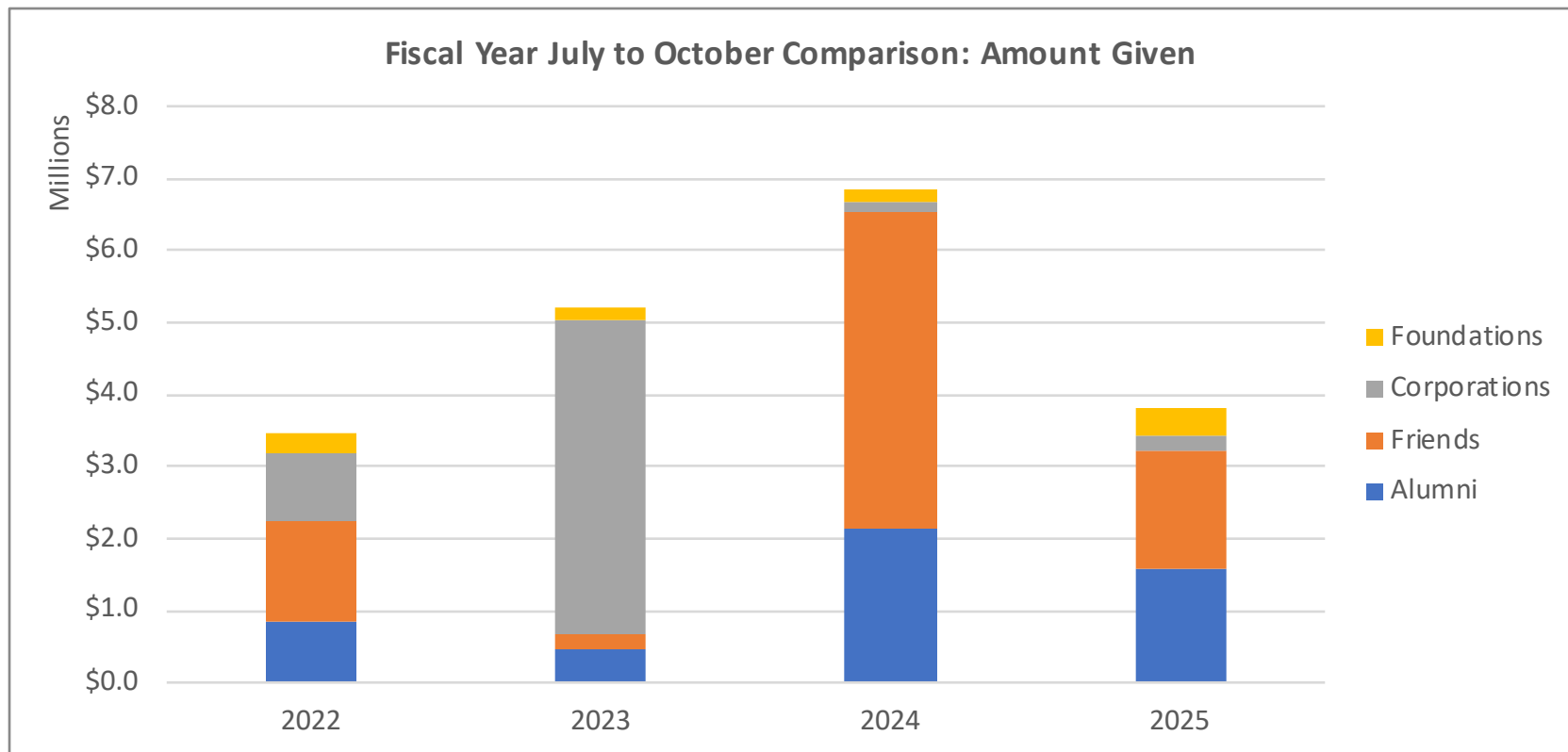
The annual fall direct mail appeal dropped November 15, featuring students from each of our colleges and college priority funds.



FOUNDATION

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

FYTD Jul-Oct	Alumni	Friends	Corporations	Foundations	Grand Total
2022	\$844,647.48	\$1,404,035.52	\$933,934.13	\$289,506.22	\$3,472,123.35
2023	\$450,621.15	\$213,363.47	\$4,357,392.65	\$199,636.06	\$5,221,013.33
2024	\$2,134,308.68	\$4,383,258.30	\$167,826.19	\$169,486.79	\$6,854,879.96
2025	\$1,577,711.96	\$1,630,067.28	\$233,953.42	\$359,680.70	\$3,801,413.36



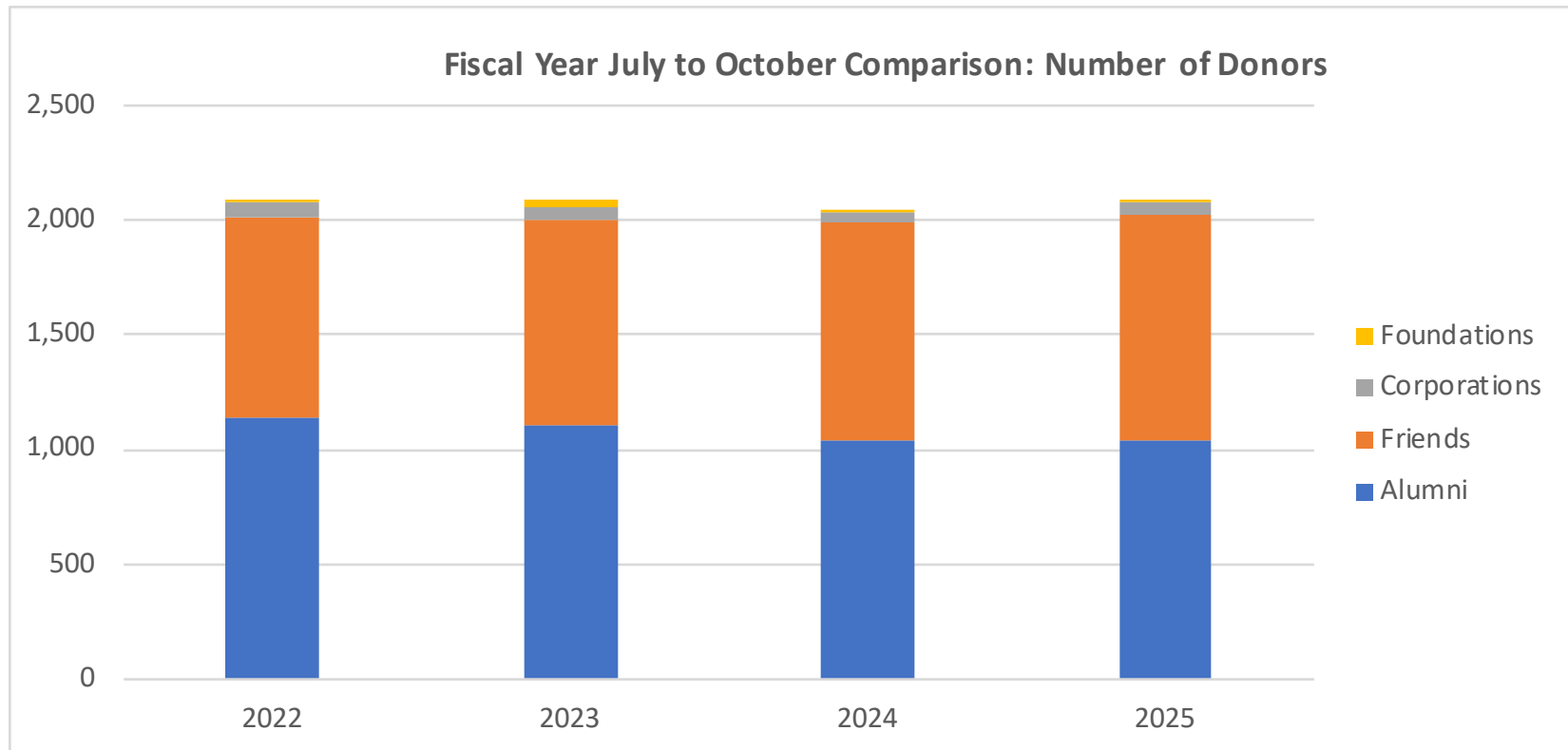
This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.



FOUNDATION

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

FYTD Jul-Oct	Alumni	Friends	Corporations	Foundations	Grand Total	
2022		1,145	873	56	12	2,086
2023		1,112	890	58	25	2,085
2024		1,041	945	47	16	2,049
2025		1,036	988	50	21	2,095



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