

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
September 2024**

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Alumni Relations Update

Alumni Achievement Award nominations are open and are due by Sept. 30th

Upcoming Events

VMAS golf outing – Sept. 7

Master of Public Health 20th anniversary – Sept. 26

Sapphire Jubilee – Sept. 28

Wright Day To Give (WDTG) – Oct 1-2

WSU/WPAFB Mixer – Oct 3

Amigos Latinos Gala – Oct 5

Alumni Service Day – Nov 9

Homecoming – Feb TBD

Alumni Achievement Awards – Feb TBD

Marketing/Communications

- The 2024 magazine hit mailboxes in August.
- WDTG is well underway with a full multichannel led approach reaching as many stakeholders as possible including but not limited to, direct mail, email, social media, in person events, and video.
- Working on a communications plan/theme in conjunction with Annual Giving to try to improve rapport with our alumni and be more engaging. Some tactics will include increased video content, social content, and events to participate in both in person and virtually.
- The Marketing Committee of the Alumni Board has been tasked with creating some new objectives and goals.
- Expanded membership on the marketing committee on the alumni board. Divided up initiatives and assigned a member on the committee to champion each one.
- 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.
- Still working to create/find more Gold Card Member only benefits.
- Working closely with the Lake Campus to expand their presence in our marketing.
- Golf Outing was a big success clearing about \$16,500 for the legacy scholarship. Planning and strategy have already begun for next year's event.
- Prep and marketing for fall semester events is well underway supporting BSOM receptions, VMAS Society Golf Outing, MPH 20th Celebration, Sapphire Jubilee, WPAFB Mixer, Amigos Latinos Gala, and alumni service day.
- Homecoming prep has also begun. Date to be released soon!

Planned Giving Update

FY 24 Planned Giving Results

- We secured fifteen estate gift intentions totaling \$8,563,000.
- Six estate gifts were realized totaling \$2,737,531.
- We closed the fiscal year with more than \$2.8 million in anticipated planned gift expectancies in-process awaiting disbursement.

FY 25 Update

- To-date we have secured 2 gift intentions totaling \$440,000.
- 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.
- We have six planned gift discussions in progress with an anticipated value of nearly \$2 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.

Spring Direct Mail (FY24) 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 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

2024 CSIC – Campus Scholarship and Innovation Campaign

- 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

2024 results will be calculated through December 31, 2024

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

Wright State will host its eighth 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 - October 1 – 2

- WSU Magazine Ad included QR code to give early: dropped early August
- Phonathon: September 5 – September 30
- Direct mail postcard: Dropping mid-September to nearly 17,000 alumni and friend donors
- Social media and digital advertising: begin the week of September 9
- 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

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

Fall Direct Mail Appeal

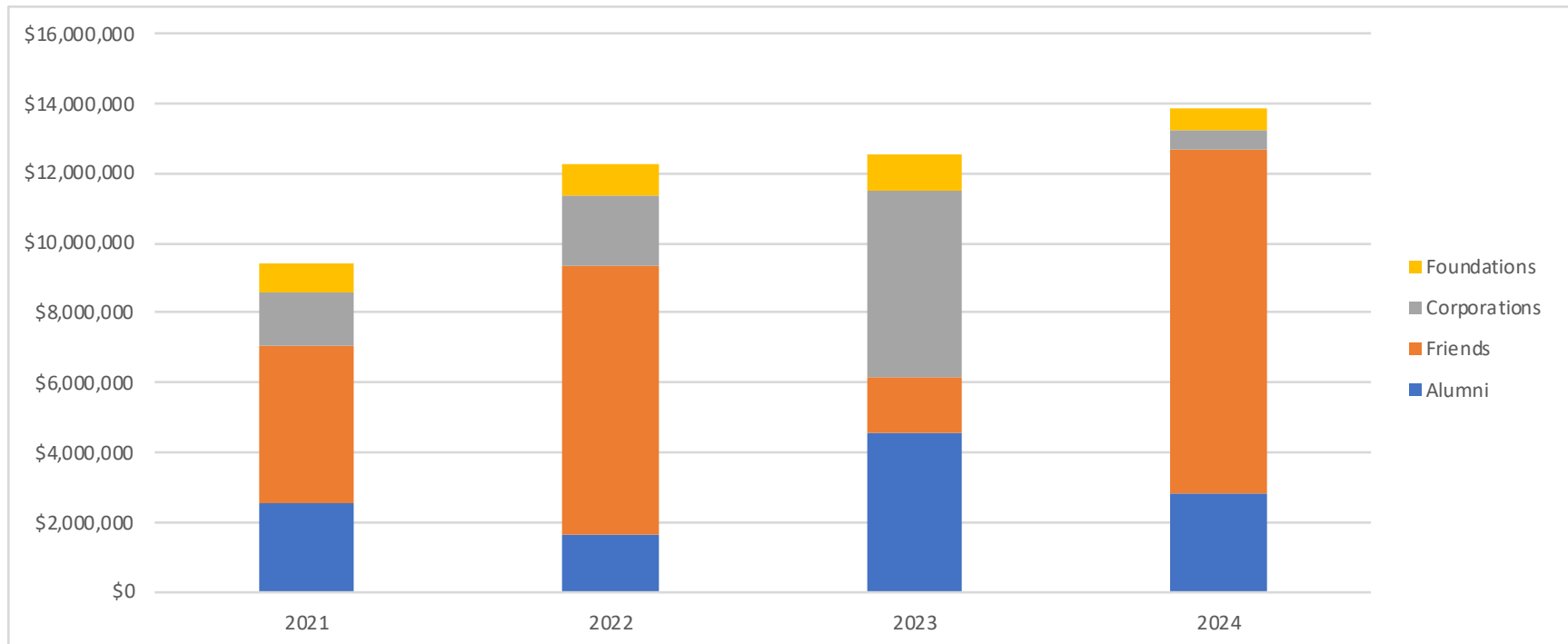
The annual fall direct mail appeal will mail around November 15, featuring students from each of our colleges and college priority funds.



FOUNDATION

Commitments per Fiscal Year by Source: Dollars July 1, 2020 - June 30, 2024

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total Amount Given
	Amount Given	%	Amount Given	%	Amount Given	%	Amount Given	%	
2021	\$2,552,608.83	27.1%	\$4,522,532.79	48.0%	\$1,491,608.71	15.8%	\$848,632.78	9.0%	\$9,415,383.11
2022	\$1,622,635.20	13.2%	\$7,753,464.93	63.2%	\$2,008,673.62	16.4%	\$886,492.51	7.2%	\$12,271,266.26
2023	\$4,529,784.20	36.2%	\$1,645,745.62	13.1%	\$5,284,937.50	42.2%	\$1,057,093.52	8.4%	\$12,517,560.84
2024	\$2,849,059.16	20.6%	\$9,837,588.55	71.2%	\$552,898.99	4.0%	\$585,344.20	4.2%	\$13,824,890.90



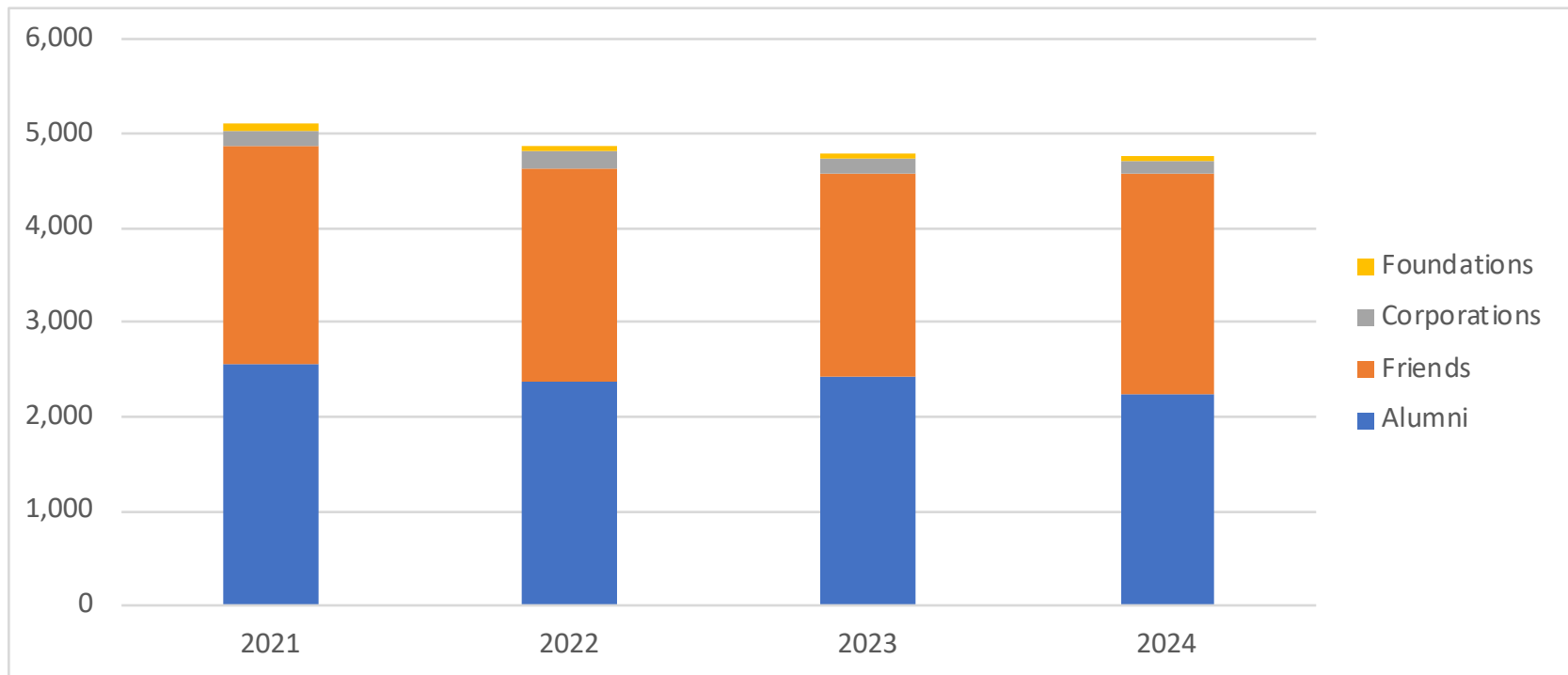
This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.



FOUNDATION

Commitments per Fiscal Year by Source: Donors
July 1, 2020 - June 30, 2024

Fiscal Year	Alumni		Friends		Corporations		Foundations		Total No of Donors
	No of Donors	%	No of Donors	%	No of Donors	%	No of Donors	%	
2021	2,566	50.3%	2,294	45.0%	177	3.5%	60	1.2%	5,097
2022	2,383	49.1%	2,252	46.4%	171	3.5%	52	1.1%	4,858
2023	2,410	50.2%	2,167	45.2%	156	3.3%	64	1.3%	4,797
2024	2,241	47.0%	2,324	48.7%	152	3.2%	51	1.1%	4,768



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