

Wright State University Foundation Strategic Plan

Purpose

Serve as an ambassador to advance Wright State University's role in providing affordable, quality educations that transform the lives of its students and the communities it serves.

Mission

Partner with Wright State University to inspire a culture of engagement and philanthropy while maximizing the impact of Foundation resources on the University and its students.

Strategic Objectives and Actions

1. *University Partnership*

- A. Respond to Wright State University (WSU) requests in seeking the following:
 - i. Student experience opportunities at board member (and professional network) companies.
 - ii. Research and innovation opportunities at board member (and professional network) companies.
 - iii. Interdisciplinary collaboration opportunities at board member (and professional network) companies.
 - iv. Accessing defense, engineering, and technology industry connections for opportunities that have not already been identified.

2. *Fundraising Leadership and Advocacy*

The Wright State University Foundation plays a critical role in helping WSU achieve their mission and make WSU more affordable, accessible, and attainable.

- A. Overall Board Engagement:
 - i. Annual Contributions: Ensure board members make annual gifts and lead by example.
 - ii. Comprehensive Strategy: Work with University Advancement, where appropriate, to develop a strategy that encompasses major gifts, annual giving, and planned giving programs.
 - iii. Donor Stewardship: Implement practices to maintain and enhance donor relationships.
 - iv. Public Events: Support opportunities that highlight donor/Foundation impact through University Advancement events.
 - v. Funding: Provide operating funds commensurate with advancement operations (annual and campaign).
- B. Board Campaign Engagement
 - i. Advocacy and Relationship Building
As directed by the Campaign Steering Committee, the board shall serve as ambassadors for the campaign, leveraging their networks and influence by:

1. Cultivating Donors: Engaging with potential high-impact donors and building long-term relationships.
 2. Storytelling: Promoting the campaign's vision, highlighting its alignment with the university's mission, and inspiring confidence among stakeholders.
 3. Hosting Events: Organizing and attending events to engage alumni, corporate sponsors, and community partners.
- ii. Personal Giving
- As leaders, board members are expected to demonstrate their commitment through personal contributions:
1. Lead Gifts: Making substantial personal donations to set an example and build momentum.
 2. Pledge Campaigns: Encouraging fellow board members and stakeholders to make pledges early in the campaign.

3. Sources and Uses of Unrestricted Support

A. Alternative Revenue Generation

- i. The board will continue to pursue alternative revenue generating activities to supplement fundraising efforts (MOU with university outlines expected minimum results). Current efforts include:
 1. Leasing Emergence Center to 90% occupancy.
 2. Commercializing University Connect.
 3. Maximizing altafiber/Nokia partnership in Studio 5G.
 4. Pursuing other opportunities.

B. Strategic allocation of unrestricted net assets to WSU for scholarships (when available).

4. Implementation and Monitoring of Strategic Initiatives

- A. Quarterly Reporting: Provide detailed reports to the board.
- B. Stakeholder Engagement: Continuously gather feedback from donors, alumni, and the community.

By following this strategic plan, the Wright State University Foundation will effectively support Wright State University's mission and strategic goals, contributing significantly to student success and community impact.