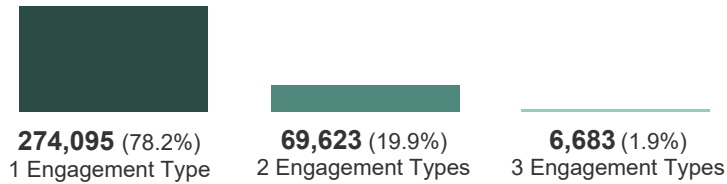


How many **Constituents** are engaged with OSU?

350,401
Constituents

14.04%
Constituents

Depth of Engagement



Engaged via Time **198,730**
7.96%

Engaged via Talent **46,457**
1.86%

Engaged via Treasure **188,203**
Philanthropic Receipts **7.54%**

0.88% Constituents Acquired
6.29% Constituents Lapsed

0.03% Constituents Acquired
0.24% Constituents Lapsed

1.54% Constituents Acquired
3.51% Constituents Lapsed

22,039 (11.1%)
New

159,433 (80.2%)
Renewed

17,258 (8.7%)
Reacquired

157,008
Lapsed from Previous FY

645 (1.4%)
New

45,656 (98.3%)
Renewed

156 (0.3%)
Reacquired

5,917
Lapsed from Previous FY

38,420 (20.4%)
New

98,996 (52.6%)
Renewed

50,787 (27.0%)
Reacquired

87,518
Lapsed from Previous FY

