The Michigan Avenue Thinkers and Doers present:

Fund This Town

Learn how online crowd-funding and social media have the power to strengthen Lansing’s economy by connecting you with local businesses and start-ups. Also, learn how a similar technique is being applied in a Spartan way.

Wednesday, December 4, 2013
4:30PM – 5:30PM
MSU Center for Community and Economic Development
1615 E. Michigan Avenue
Lansing, MI 48912

Jeff Smith
Lansing Economic Area Partners (LEAP)
Find out how LEAP is bringing big names like Kickstarter and Indigogo to Lansing through the launch of FundLansing, an online resource focused on local fundraising.

Scott Westeraman
President, MSU Alumni Association
Hear Scott Westerman tell “The Miracle of the Skywriter,” a philanthropic approach to crowd-funding that turned a college rivalry into a campaign for cancer research.

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LEAP
stronger together

MICHIGAN STATE
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