

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 Westerman

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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