Spiritfunder Campaign

VFTH

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WKU is half way through a month long social media driven campaign that gives the community a chance to fund three different projects.

Amy Bingham has more on “Spiritfunder”, WKU’s very own crowdfunding platform in this week’s View from the Hill.

Do you know how much it costs for a Big Red Costume?

“Right around a 7 thousand dollar price tag .”

Big Red’s new suit is one of three campaigns launched in the pilot program for WKU’s crowdfunding platform called Spiritfunder.

“What makes a good crowd funding campaign is that it has a very specific impact that you’re almost immediately going to be able to recognize.”

Launching on April 17th and running through May 18th, the thirty day campaign is also raising money for the upcoming Storm Chase Student Experience.

“Two years ago I was able to go on this trip. It allowed me to apply everything I had learned in the classroom during undergrad and see it in real life an actually practice it in the field. “

The storm chasers have a goal of eight thousand dollars, one thousand to cover the costs of each meteorology student going on the two week trip.

“The bulk of the cost of this trip is travel, we have to rent a van, gas, hotel, food.”

The College Heights Foundation is also part of the inaugural campaign with a goal of ten thousand dollars for the Adopt-A-Class Scholarship fund started by the Bowling Green Rotary Club in 1991.

“One particular Rotarian, Melissa Watson, has offered to match if we can raise the ten thousand dollars. “

It only took ten days for fans of WKU’s beloved mascot to surpass the seven thousand dollar goal.

“Anybody from five dollars to five thousand dollars can feel like they made an investment. We thought how cool would it be if people walking around see Big Red and say I helped make an investment in his new clothes.”

With this week’s View from the Hill, I’m Amy Bingham.

You still have two weeks left to contribute to the Spiritfunder campaign by logging onto spiritfunder.wku.edu. Gifts of any amount can make a huge difference and they are 100 percent tax deductible.

WKU is expected to launch another Spiritfunder campaign in June.

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