CASE Award/Trabue

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Western Kentucky University is receiving global recognition for its fundraising success.

It’s a proud moment for Hilltopper nation as Amy Bingham explains in this week’s View from the Hill.

WKU is among a select group of universities singled out for exceptional fundraising by CASE (the Council for Advancement and Support of Education). The news comes just as an alum returns to the hill as the new Vice President for Philanthropy and Alumni Engagement.

“I couldn’t think of a better mission and a better place to do this work.”

After eleven years away, Amanda Trabue just returned to WKU, this time as Vice President for Philanthropy and Alumni Engagement.

“WKU is important to my family and it’s so important to me. It truly launched my career.”

Trabue says the fundraising award from CASE is the perfect springboard to build on.

“There’s so much momentum with the strategic plan that Dr. Caboni and the team here at the university has put into place.”

Dr. Caboni calls the philanthropy effort one of the things he’s most proud of in his two years as WKU President.

“This is a national recognition of the growth we’ve had as an organization, the effort we’ve invested but also the time we’ve spent on cultivating and re-engaging some alumni.”

Tight budget times call for more focused strategy. That’s why Caboni says conversations with alumni always begin with a question about what interests them.

“It then evolves into, and with your investment here these amazing things we can do but without you it’s not possible and that’s what gets alumni excited about the university and our mission.”

That culture of Hilltopper support is not letting up. This is the fourth time in 12 years WKU has received this fundraising award which Trabue says speaks volumes about the efficiency of the institution.

“We just have an incredibly dedicated staff of professionals who have in a lot of ways have dedicated their lives to this institution and the mission of the institution and that’s why we have consistently won awards at the national level.”

WKU is on pace to raise the highest number of total dollars in school history for the second year in a row. Keep in mind the last public campaign hasn’t been done since 2012. However a new capital campaign will be launched sometime within the next year.

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

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