

Teens launch high-tech fundraiser for old-fashioned magazine



Elizabeth Ganga, eganga@lohud.com 8:17 p.m. EDT March 27, 2015

Ardsley High School's literary magazine club uses crowdfunding platform Kickstarter to raise money to print the Criterion



(Photo: Submitted photo by Tiffany Moleski)

ARDSLEY – It wasn't long ago that student fundraisers invariably meant bake sales and car washes.

And though many clubs still turn to those old standbys, the members of the literary magazine at [Ardsley High School](http://hs.ardsleyschools.org/pd/ardsley_hs/index.html) (http://hs.ardsleyschools.org/pd/ardsley_hs/index.html) are using a new tool. Kickstarter, founded in 2009, has been used to fund thousands of creative projects, from albums to films to video games, and now the students are [using it to raise money](https://www.kickstarter.com/projects/ahscriterion/print-the-ahs-criterion) (<https://www.kickstarter.com/projects/ahscriterion/print-the-ahs-criterion>) to print hard copies of their magazine.

A few other school groups have turned to crowdfunding sites, but it's still a relatively new way for students to raise money for their projects.

"It's certainly brand new for our school," said Caitlin Smith, 18, the co-editor in chief of the magazine with Ilana Goldstein.

The magazine, the Criterion, had gone online-only in 2009 but this year's editors wanted the permanence and heft of a 36-page printed magazine. They plan to print 400 copies.

"I think there's something special in holding any literary piece in your hands," said Goldstein, 17.



Ilana Goldstein, left, and Caitlin Smith are the co-editors in chief of the Criterion, Ardsley High School's literary magazine. They are raising money to print the magazine through a Kickstarter campaign. (Photo: Submitted photo by Tiffany Moleski)

The goal of the campaign is to raise \$3,500 by May 1. Though after the campaign started, the PTA came through with the money to print this year's Criterion, the donations will allow the club to get ahead of fundraising for next year. Over \$2,000 has been pledged so far.

The Criterion, which comes out once a year, has been in publication since 1968. It features short stories, poetry, creative nonfiction, art and photography, drawing from creative writing coursework, works by members of the art, photography and poetry clubs and the broader faculty and student body.

Smith has been involved in the club since her freshman year and has submitted her own short stories, poems and nonfiction. She said writing has allowed her to try on different pieces of herself.

"My attraction to writing is really the endless possibilities," she said.

Goldstein is also a writer, especially of poetry, she said. To judge the entries, the 15 members of the club meet and hear a piece read aloud. Then they discuss it and decide whether to put it in the issue.

"It expresses the creativity of the school in a different way," Goldstein said.

The magazine's adviser, Tiffany Moleski, said in an era when the focus is on the core academic classes, the club is a place to celebrate the arts.

"They usually don't have an outlet for that," she said.

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How to give

To donate to the Criterion, go to www.kickstarter.com/projects/ahscriterion/print-the-ahs-criterion (<https://www.kickstarter.com/projects/ahscriterion/print-the-ahs-criterion>).

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