

May Roundtable



Solutions to Messaging, Events, and Fundraising During a Pandemic

SDHF continued our US Bank Sponsored Roundtable Series on May 26th. Moderated by SDHF's own director of communications, *Amanda Nelson*, the panelists included

- *Ariana Criste*, Communications Manager, Climate Action Campaign
- *Elaine Camuso*, Director of Communications, Wakeland Housing and Development Corporation
- *Matthew Willingham*, Marketing & Communications Manager, City Heights Community Development
- *Tyler Renner*, Director of Media, PATH

The panelists discussed how their messaging has shifted from being consistent content creation to listening and sharing resources. They stressed the importance of authenticity when developing messaging around diversity, equity, and inclusion.

The Roundtable also discussed what is next for events whether that be in-person, virtual, or hybrid. Panelists shared how some meetings are staying virtual but large events like conferences are still in flux. Everyone was eager to watch and see what happens over the coming weeks as the region re-opens.

Lastly the panelists discussed fundraising citing that more individual donors participating than previous years.

Thank you to our Roundtable Series Sponsor, US Bank, and thank you to our amazing panelists and moderators for their informative and refreshing update. Roundtables are free for members to attend.



**Thank you to
US Bank for
sponsoring the
educational
Roundtable Series.**

**For questions related to events,
membership or volunteering, please
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