



Manitoba Eco-Network
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WEBINAR: FUNDRAISING & COMMUNICATION STRATEGIES

The Manitoba Eco-Network is offering this one-hour webinar on fundraising and communication strategies during and after the COVID-19 pandemic.

The first portion of the webinar, presented by Pamela Simmons, will review best fundraising practices during COVID-19 for non-profit employees, volunteers, and board members. Pam will also share lessons from the field, highlighting examples of what charities are finding helpful for raising money, and post COVID-19 fundraising strategies.

The second portion, presented by Dr. Louise Comeau, focuses on how to nurture caring values and communicate during a pandemic, while not undermining environmental protection now and in the future. The main topics will cover climate change communications in the time of COVID-19, a summary of the converging advice from communications specialists, and the risks and opportunities as we move from pandemic response to recovery.



PAMELA SIMMONS, APR, CFRE, CTT

Pam has more than 35 years of experience in fundraising through her work with charities of all sizes and in multiple sectors such as healthcare, arts, education, recreation, and social services. As the principal consultant at Coreniche Consulting Inc., she uses an integrated approach to fundraising by capitalizing on her public relations and community engagement skills to help non-profit organizations become more effective in building long-term relationships with donors.

Pam's expertise includes fund development, mentorship and coaching, public relations and communication, organizational culture transformation, volunteer management, and training.



LOUISE COMEAU, MSC, PHD

Louise is an independent researcher and communications specialist through Iris Communications and a Research Associate at the University of New Brunswick. Her communication, policy and education recommendations are based on quantitative and qualitative research. She has almost 30 years' experience in analyzing and developing climate change policy, communications, and solutions-related programming.

Louise conducts research on environmental education and communications, environmental ethics, pro-environmental behaviors (citizenship and lifestyle), and the sociology of climate change, energy diversification and energy literacy.