



Crystal Hudson

Crystal Hudson is the Director of Digital Fundraising & Strategy at Special Olympics. Through programming in sports, health, education and community building, Special Olympics is tackling the inactivity, stigma, isolation, and injustice that people with intellectual disabilities (ID) face around the globe. Since 2017, she has led a unifying digital multi-channel strategy to educate, acquire, and inspire supporters to the movement through story-telling and engagement. Previously working in Publishing, notably at People and Entertainment Weekly, Crystal is passionate about bringing core consumer marketing strategy and tactics to mission-focused organizations. As a result, Special Olympics has seen tremendous growth in digital revenue. In 2019, Facebook reported the most successful ad recall ever for the launch of Special Olympics' "The Revolution is Inclusion" campaign in a brand awareness study. Whether shredding the gnar with Special Olympics athletes at X-Games or running in Central Park, the joy and power of sports is core at work and at home. Mid-pandemic, Crystal notes puzzles, yoga, and Seamless as key factors in maintaining her sanity. A Kansas native, she has a B.S. in Journalism from the University of Kansas and currently resides in New York City.