

## CWL Newsletter Template Notes

The League misconceptions working group developed the attached newsletter template. The template is in a flexible and easy-to-use Microsoft Word format with suggestions of ideas and topics to showcase events, meetings, celebrations and special occasions. The intent is that councils will find an editor or roving editor for the newsletter and that it will become a welcome initiative to promote the League further.

Councils can use a newsletter to promote a faith culture where members' differences bring strength and culture is acknowledged and used to pave the way to better problem solving, increased empathy and compassion, deepened learning and the ability to approach the League from various perspectives. It is essential to respect each other's differences and celebrate those differences, not just tolerate them.

Misconceptions that a regular newsletter can address:

- A. The League is outdated and communicates news only with *The Canadian League* magazine:
  - The newsletter template provides a colourful, visually appealing, easy-to-read format. It is an effective means to share news, plans, events and accomplishments as featured articles.
- B. The League is not open to new ideas:
  - Councils will have the opportunity to share the new initiatives and projects they have undertaken.
- C. The League is not inclusive:
  - Councils are encouraged to showcase women of all ages and cultures in the newsletter with photographs and articles highlighting various cultural topics.
- D. The League does not focus on faith-building:
  - A "Faith" section is included as one of the three pillars. Councils are challenged to consider the spiritual development they offer to members and share this information in the newsletter. There are also many opportunities in the newsletter to promote a saint, share an inspirational story, print a message from the spiritual advisor or have a member share a reflection.
- E. Younger members do not feel welcome:
  - Be sure to include articles and information that apply to younger members.
- F. Do not see the League as being relevant/little promotion of its mandate and action:
  - The newsletter template includes the League's Mission. Additionally, the three pillars of faith, service and social justice are displayed in graphic form. There are also opportunities for councils to share initiatives involving each of the three pillars.

## Ideas for Articles:

Ideally, a newsletter would include several contributors, so the responsibility for the newsletter does not rest solely with one individual. Having multiple contributors will improve the chances for the continued success and future of the publication. The newsletter template can be modified to suit individual councils.

Some suggestions for newsletter topics are:

- Showcase the pillars of faith, service and social justice as addressed by the League.
- Include a message from the pastor/spiritual advisor.
- Include a message from the council president.
- Include upcoming events and retreats (local, provincial and national).
- Promote stories of hope, resilience and inspiration—include photographs or quotes.
- Include articles to educate members on all aspects of the sanctity of life, which is integral to Catholic beliefs.
- Highlight activities or individuals for their contributions to the church and the community at large—express appreciation.
- Add an information column that could include topics such as drafting resolutions, annual reporting or any other subject of interest.
- Spotlight a “saint of the month.”
- Promote the “Companionship Program” within the *Welcome Program*. Newer members are paired with seasoned members to build knowledge and relationships, which in turn may nurture a support system and long-time friendship with senior members (see the *Welcome Program* on the national website ([cwl.ca/wp-content/uploads/2021/07/621-Affirmation-Welcome\\_Program.pdf](http://cwl.ca/wp-content/uploads/2021/07/621-Affirmation-Welcome_Program.pdf))).
- Include special days such as World Day of Prayer, patron saint day celebrations, e.g., St. Patrick’s Day, Our Lady of Guadeloupe, etc. Every continent has a patron saint, and many countries have more than one patron saint representing regions. It is a great way to feature a country. Consider celebrating these days in the form of a retreat.

## CWL Newsletter Template Editing Instructions

### Important Notes:

1. Always save the newsletter outline provided here in a separate file (e.g., newsletter\_format\_blank.docx).
2. Then “Save As” with a date or issue number (e.g., Newsletter\_May 1 2021.docx or newsletter\_issue\_001.docx) before you begin the text for that issue.
3. Save the final newsletter as a portable document format (PDF) file before distributing it by e-mail. The contents of a PDF file cannot be modified easily.

### Replace an Image:

- a. Right-click on the image you would like to remove on the newsletter template.
- b. Press “Delete” (on the keyboard).
- c. Navigate to where the replacement image is filed and copy the image (right-click, then click “copy” or “copy image”).
- d. Return to the newsletter Word document, right-click and then select “Paste” or hold down the “ctrl” button and the “v” button at the same time.
- e. The new image will appear in the desired section; however, you may need to move it to the right place. To do this, click on the image once, then click and hold while dragging the image to the correct spot. You can also use the arrow keys to move the image.

Alternatively, right-click on the image you would like to change. Select “Change Picture.” Select the replacement image in your files and click “Insert.”

### Change the Size of an Image:

- a. Click on the image (once).
- b. Click and hold one of the handles (squares) on the image’s corners and drag the image smaller or larger.

### Change the Size of a Text Box:

- a. Click on the text box (once).
- b. Click and hold one of the handles (squares) on the text box’s corners and drag the text box smaller or larger.

### National Website:

Direct downloads of any item cannot be cut and pasted from the national website into the newsletters. Only links to the national website are allowed.