



# The Catholic Women's League of Canada

## MEMO

**DATE:** March 31, 2025  
**FROM:** Betty Colaneri, National Vice-President  
**TO:** Provincial Presidents and Secretaries  
**CC:** National Officers  
National Life Member Liaison

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**Please forward this message to vice-presidents  
according to your provincial communications protocol.**

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Membership continues to be an ongoing concern. In response, the national executive/board has established a membership task force called "R3 to 1, Unity!" This initiative will continue the "recruit, retain, regain" message from the '1' Campaign and address the issue of declining membership. Its purpose is to assist councils in recruiting, retaining and regaining members. Additionally, R3 to 1, Unity! will support councils considering becoming inactive or disbanding. It will maintain the same logo and format as the '1' Campaign.

The task force will:

- Reach out to councils to strengthen connections at all levels within the League.
- Assist struggling councils and members by providing support.
- Contact councils regularly to see how they are doing and offer assistance and encouragement.
- Build relationships with councils and engage with members through dialogue.
- Remind councils that membership provides women a sense of purpose, faith, friendship, connection, fulfilment and leadership development.

**Composition:**

The task force will conduct its work through a national body supported by three regional bodies— West, Central and East.

The national body is comprised of three life members, each representing one region, one honorary life member, and the national vice president as the task force's chairperson.

Each regional body is composed of:

- One life member to oversee the region.
- One life member per province.
- One life member per diocese (where a diocesan council exists).
- Each life member may choose one more life member to assist her with her responsibilities.

Life member representatives in each province will reach out to councils to introduce themselves, ensuring they know their designated contact person for support and guidance.

As members, please pray for the success of R3 to 1, Unity! that it may offer encouragement and support to help parish councils thrive!