



# The Catholic Women's League of Canada

## MEMO

**DATE:** April 11, 2022

**FROM:** Betty Colaneri, national first vice-president and chairperson of communications

**TO:** Parish chairpersons of communications

**CC:** Parish presidents, diocesan presidents, provincial presidents and life members (on request)

My dear sisters in the League,

### ***The Canadian League Magazine***

The spring issue of *The Canadian League* magazine will be available in digital format only. The following is an excerpt of my response to a letter to the editor featured in the winter 2022 issue.

The switch to a digital format for [one out of the three issues] was a very difficult decision the national executive/board made after taking many factors into consideration. A significant factor was the cost of \$250,000 to produce and mail three magazines each year. The greater portion of that cost is reflected in postage. With the startling decrease in membership over the past years, it is becoming more challenging to cover the increasing costs. For eight of the past ten years, the League has been operating with a deficit that has been covered by investment income and the sale of investments. There are considerable savings by having one magazine in digital format, which will help reduce the deficit. There was a great deal of discernment regarding the impact a digital format would create for members, especially elderly members... The board is optimistic that the strategic planning that has been taking place will assist with increasing membership so that this decision can be revisited.

Another way of helping with the cost is to notify national office immediately if a member has a change of address or can no longer receive the magazine. Doing so will help avoid unnecessary delays in communication and excess cost.

## **Communication**

Communication is an essential tool that councils must use diligently with various methods to convey all that the League has to offer. It is also crucial to share information from all levels with members. National officers are dedicated and committed to bringing forward important issues of concern that affect members and their families, communities, country and the world. As chairpersons of communication, conveying that information to members is critical.

## **Resources**

I cannot emphasize enough the importance of having members utilize the resources from the implementation committee available on the national website. Resources are at their best when used to the utmost. Please ensure members are aware of the many resources available to them.

One of those resources is a new template to assist councils at all levels in creating their newsletter. The implementation committee's working groups (League misconceptions) created this easy-to-use, flexible document in Microsoft Word format that comes with suggestions of ideas and topics to showcase events, meetings, celebrations, special occasions, and so much more. Find the template and its editing instructions on the national website (cwl.ca). This can be a fantastic way to spread the news of all the wonderful things your council is accomplishing.

Encourage members to send in their pictures to On the Spot. Members have expressed how much they enjoy seeing what other councils are doing. It is a fun way to spark new ideas.

The criteria for submitting to On the Spot:

- ❖ council title and location
- ❖ high-resolution photograph (clear, with at least 300 dpi)
- ❖ submit the original picture electronically or by mail
- ❖ a paragraph to accompany the photograph is not to exceed 50 words.

## **Style Guide:**

There have been some discrepancies with the proper format when referring to the League. The formal and correct title is The Catholic Women's League of Canada with a capital on 'The.' When using the shortened version, Catholic Women's League, the acronym CWL, or referring to the organization as 'the League,' it is not necessary to use or capitalize 'the.' In this way, we will all be on the same page.

As I write this, provincial governments are lifting restrictions, and most councils will resume meeting in person. However, let us not lose those creative ways we used during these times of pandemic to keep in touch with members.

Remember, in all that we do, communication is key!