

Goal 1 – Reorganization & Marketing Working Groups - *By Lisa Henry, Goal 1 Lead*



“Therefore, my beloved, be steadfast, immovable, always excelling in the work of the Lord, because you know that in the Lord your labor is not in vain” (1 Corinthians 15:58).

Progress brings people to life. When people start to make progress, no matter if it’s only in small steps, they begin to experience a life force that swells up inside them. It fills them with passion, energy, purpose and real joy. It creates enduring happiness and hope for the future.

The implementation committee is happy to report that the reorganization and marketing working groups’ progress has been tremendously fruitful, and they are excited to share the following updates.

Marketing Working Group – Connie Crichton, Kathy Dahl, Lisa Fillingham, Christa Grillmair, Cathy McKinney, Jessie Parkinson and Terry Mae Sinclair

The marketing working group has been very busy working with Clark Marketing & Communications on the following initiatives:

- The first initiative to kick everything off, which is a “must do” in order to grow, and ensure a marketing foundation from which to build.
 - Work is underway to create a new section on the national website to serve as a launchpad for marketing efforts. It will have an inspiring look and feel, creating excitement.
 - For social media, an audit of the League’s existing social media presence will be conducted, which will provide a benchmark and an understanding of key influencers.
- The second marketing initiative begins by telling the League’s amazing stories. Vignette highlights are being developed to create awareness. The League is the strongest Canadian women’s organization for a reason, with 100 years of history to draw on.
- The third initiative is about connecting, coming together and being one with messaging, sharing why members have joined and informing women why they will want to join.

A lot of work is underway with the marketing efforts, and this is only just beginning! Stay tuned for future developments and updates!

Reorganization Working Group – Jean Ashdown, Marilyn Blew, Margot de la Gorgendiere, Barbara Dowding, Irene Gallant, Nelly Kelders, Sue Lubowitz, Christine Mason, Linda Squarzolo and Mary Lou Watson

There are three sub-committees within the reorganization working group, and each has produced an impressive amount of research and information.

Sub-Committee #1 was responsible for reviewing existing standing committees and reducing them to three to align with the core values of faith, service and social justice. After extensive research, the sub-committee completed its final report and has submitted proposed amendments to the national amendments committee. If approved by the board, an instructed vote will be brought to the membership.

Sub-Committee #2 was responsible for examining the League’s current levels, streamlining executive offices at all levels and creating distinctive roles for each level. As stated in the last update, no small task to be sure! The sub-committee’s work is complete, and the final report and proposed amendments has been submitted to the national amendments committee. If approved by the board, an instructed vote will be brought to the membership.

Sub-Committee #3 is responsible for simplifying procedures and reporting processes. To date, this group of women has conducted a review of current meeting procedures and reporting processes, researched and identified best practices for simplifying procedures, and developed and distributed a survey to members to gather research to support the sub-committee’s efforts. The final report has been submitted to the implementation committee for review.

All three sub-committees have conducted and produced an impressive and robust amount of work. They deserve sincere gratitude for all they have contributed in service to God and the League.

It is an honour to work alongside these gifted women in both working groups and I ask for your prayers to guide their efforts.



So, what is next? Currently, the implementation committee is preparing for the **Year 3 working groups**. In the New Year, be sure to monitor the national website, *The Canadian League* and Facebook to see how you can be a part of shaping the League and its future.

More information on implementing the strategic plan this far may be found in the “The League of the Future: Part III” with National President-Elect and Chairperson of Organization Fran Lucas at the following link: youtu.be/SduoP8bej3o.

These are exciting times in the League, and members can take pride that the work being done is by the members for the members with God at the centre of it all!