



The Catholic Women's League of Canada

MEMO

DATE: October 9, 2020

FROM: Doreen Gowans, national second vice-president and national chairperson of communications

TO: Parish chairpersons of communication

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

Dear chairpersons of communications,

Summer Speaker Series: Did you see it? If so, kindly provide your comments to Amanda McCormick at national office (communications@cwl.ca). Did you miss it? All four presentations are posted to cwl.ca, under "To Inform," then "Videos"—click on each speaker, and you will find their recorded presentation. I hope you enjoy them.

Implementation Committee Update: What is new? Sharon Ciebin, lead for the working group to welcome, affirm and validate all members, identified this as the largest single impediment to the League's progress. To address this impediment, the working group produced a *Welcome Program*, which includes a promotional video and is adaptable and customized to fit the councils' needs. The video is available on the national website. Access it by going to cwl.ca, "Quick Links," choosing "Implementation of Strategic Plan," then scrolling down to "New Announcements" and clicking on "Welcome Program Video." The video is 1½ minutes. Also included in this mailing is a brochure providing more information about the program.

Provincial presidents received the *Welcome Program* at the beginning of September and have been tasked with rolling it out in their provincial council. How exciting this is! I can hardly wait to see it, to hold it, but more importantly, to use it! I urge every council to start a meeting with welcoming members by showing this enlightening and amazing resource.

Lisa Henry is lead for the reorganization working group, which was formed into three sub-committees to address three tasks. One task is to reduce the number of standing committees to three to align with the core values of faith, service and social justice. The second deals with the strategies to examine the League's current levels, streamline executive offices at all levels and create distinctive roles for each level. The third task deals with simplifying procedures and reporting processes while enhancing the standing committee chairpersons from a reporting role to rotating the meeting and program among them. Watch for more information following the fall national executive meeting.

Lisa is also lead of the marketing working group, which deals with four strategies:

- Increase awareness about the League within the church through marketing.
- Market the League as an association showcasing the strength of Catholic women grounded in faith, ready and willing to act.
- Position the League as an organization for all Catholic women that encourages and supports their roles and responsibilities in the church and society.
- Transform the name, brand and image to reflect current trends and the envisioned future.

This group researched, interviewed and assessed marketing firms and selected Clark Marketing Communications (North Bay) to assist the group with its marketing efforts. The first initiative, “Building a Foundation” will create a new section on the website, audit social media channels, assess current and potential social media platforms, and use multi-marketing channels to deliver further initiatives. The second initiative is storytelling vignettes and a 100th anniversary video to tell the story of the League’s achievements. The third initiative is a full fall marketing campaign titled “If You Only Knew.” Watch for more details to come.

Exciting times are with us, and more volunteers will be needed to help the working groups, complete surveys, focus groups and answer questionnaires. The implementation committee will be reaching out for members to join new working groups in February 2021 through the website, Facebook page and 2021 winter issue of *The Canadian League*. The new working groups will begin in April 2021. In the meantime, we ask for your prayers for strength believing we are on the right path, to say “yes” to Year 3 work! Are you God’s hands and feet on earth? If so, how will you say yes?

As national chairperson of communications, I would like to extend a thank you to everyone who worked or participated in the various working groups making the strategic plan a success as the League moves forward into the next century of Catholic women guided by the Holy Spirit and working together “For God and Canada.”