

Goal 1 – Reorganization and Marketing Working Groups

By Lisa Henry, Goal 1 Lead



“If you are working on something that you really care about, you don’t have to be pushed. The vision pulls you.” (Steve Jobs)

Everything can change in the blink of an eye. As 2020 began, members were filled with hope for all that a new year and decade might hold. How many references were made to 20/20 being synonymous with a clear vision and 2020 being a year of vision? Perhaps members can look back with clarity and bring the good with them into this new year.

Clarity helps the working groups to see all they have gained—and there has been much. While the members were becoming acquainted with the regularity of confinement and lack of contact with each other, the work of implementing the strategic plan provided a welcome opportunity to connect in a joyful way.

The implementation committee is happy to report that through the wonderful technology of virtual meetings, the working groups continued to meet, celebrate sisterhood and share in the envisioned future of the League.

Since the last report, the working group members have worked tirelessly throughout the fall and winter months, completing tasks in accordance with their action plans. The committee is proud to share the following updates with members:

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

In collaboration with Clark Marketing and Communications, three initiatives were developed and executed for the Year 1 marketing campaign:

- A new page, To Inspire, is now on the national website. There, members will find a new look and feel which embodies the core values of faith, service and social justice. Check it out at cwl.ca/to-inspire/.
- Nine video vignettes were developed showcasing the strength and creating awareness of the League. They may be viewed at the same link above and found on all social media channels listed below.
- An Instagram account was created to bring the League into the dynamic age of social media and complement its other social media platforms, Facebook, Twitter and YouTube. As future campaigns are developed and executed, members will see the products from those campaigns at all the places described above.

Facebook



@CWLNational

YouTube



@CWLNational

Instagram



@CWLNational

Twitter



@CWLNational

You can be a CWL Champion! The implementation committee needs you to help spread the news of all the fantastic things members do in the League. Visit one or all social media platforms and like, share and comment on the new products. You can make a difference in growing and creating awareness of the League! Tell all your League sisters, family and friends!

One more initiative is still to come from the year one campaign titled “If You Only Knew.” It will consist of:

- A transition video that introduces and engages new viewers to the League.
- Ten selfie videos from members completing the following statement of “My CWL is... .” It does not stop there! All members will be invited to do the same. The League is so much to so many, and that is what needs to be shared with the world.
- Inspirational static posts will be shared on Instagram.

The marketing working group continues to collaborate with Clark to develop a Year 2 campaign. Keep watching for updates and exciting, new promotional campaigns coming your way!

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

Sub-Committee #1 is responsible for reviewing existing standing committees and reducing them to three to align with the core values. After an extensive review of its research, the sub-committee completed its final report with recommendations, which have been approved to go forward to the instructed vote phase.

Sub-Committee #2 is responsible for examining the current levels of the League, streamlining executive officers at all levels and creating distinctive roles for each level—no small task to be sure! The sub-committee’s work has been completed, and the final report submitted to the national executive/board for review.

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 its efforts. The sub-committee is currently finalizing its work and will soon be submitting a final product to the implementation committee for review and approval.

These members have worked tirelessly, dedicating their incredible knowledge and expertise in bringing these strategies to life and are to be commended.

As always, the implementation committee asks for your prayers for all its working group members as they continue this vital work “For God and Canada.” These are exciting times, and the League can take pride that the work being done is by the members for the members with God at the centre of it all!

Would you like to become a working group member?

Soon, the Year 3 work will begin, and the committee is searching for new and gifted women like you to help in the continued efforts of bringing the strategic plan to life! **You** have an opportunity to shape the future of the League. The application process is now open. Please visit the national website at cwl.ca/implementation-of-the-strategic-plan/ to apply.