



The Catholic Women's League of Canada

MEMO

DATE: April 2, 2021

FROM: Fran Lucas, national president-elect and chairperson of organization

TO: Parish council chairpersons of organization

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

Spring is officially here, and with it comes new life! The word “spring” conjures up ideas and visions of newness—new life in nature that surrounds us, and for us as individuals and councils, is welcome and full of hope.

Thank you for completing the 2020 annual report survey a couple of months ago. Several responses will help various working groups fulfill the strategic plan's strategies. Although the questions related to culture and age may have been personal for some, these statistics are important information for the League to state with confidence that it is diverse and has a varied demographic. Are you surprised by all that you were able to accomplish in a pandemic? So many good and new results have been relayed to me for which you are to be commended. For example, the creative invitations for women to join, with a great number accepting and many participating in regional and diocesan virtual gatherings.

Membership fees for 2021 are being collected with amazing efficiency. Some councils are identifying near total member renewals! For those lapsed members over the last couple of years—make time to give them a call and invite them back with the message of new things happening through the strategic plan. Also encouraging is the number of new members joining. The hope is that the release of the Welcome Program and marketing efforts are making a difference in that regard. League social media efforts have exploded. The To Inspire page on the national website is one spot to visit regularly. Facebook, Instagram, Twitter and YouTube are important social media platforms and make a significant difference. Be a role model in using one or more of these platforms and encourage members to do the same.

On the national website, the Join page has been enhanced with a letter of response sent to the person from me encouraging them to join. Once national hears back from the person with her address, a letter is sent under my name to the diocesan president-elect to follow up with the parish president-elect within specific timelines. The hope is that you become very busy with these referrals in the months to come!

The Welcome Program delivery falls within the list of items qualifying for national development funding should you incur any costs. Any other workshops/webinars associated with the strategic plan qualify as well. Please ask your diocesan president-elect for opportunities that she may be aware of or seek out for you so you can take part in these presentations. National, provincial and diocesan levels have been asked to share information with the other levels about workshops and presentations, so reinventing the wheel is not needed, and workloads are reduced. They would be happy to help you access any other webinar workshop of interest.

I hope your Easter Holy Week was a special highlight of the year with time for reflection and thanksgiving.