

Shaping the Future!

Goal 1 –Working Groups

By Lisa Henry, Goal 1 Lead

Members are stepping into the future with courage, passion and tremendous hope for this cherished League for the next 100 years. They are now witnessing the fruits of the working group’s labours over the past two years, and they can rest assured that the League will continue to serve as Jesus’ heart and hands well into the future.



The League has been blessed with many women on the working groups who have dedicated an incredible amount of time and talent to bring to life the strategies as outlined in *The Catholic Women’s League of Canada Plans Strategically*. Their focus “for the members by the members” has not wavered as they work tirelessly in the background for members throughout Canada.

On behalf of all Goal 1 working group members, I am proud to share the following updates:

Year Two Working Groups



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

As announced in the press release from the winter national executive/board meeting, the board approved the year two marketing campaign presented to the marketing working group and the board by Clark Marketing and Communications. The release can be read at cwl.ca/press-release-winter-2021-national-executive-board-meeting/.

In the year one campaigns, the focus was laying a foundation of content to build on in year two. This included creating awareness of the League by showcasing members and the outstanding work carried out over the last 100 years. The power and strength of the League were front and centre in the development of all creative assets for year one. Awareness and engagement increased because of these assets promoted through social media channels and the To Inspire page on the national website. It is tremendously gratifying to see the foundational work taking hold. Visit the To Inspire page at cwl.ca/to-inspire/. For year two, the focus will be continuing to evolve the message with more emphasis on the non-member audience. All will portray the strength of the League. This will include:

- Three videos of interviews with young Catholic women. The League wants to connect and hear from young Catholic women who are not yet members. What is missing in their lives where the League may play a role?
- Thirty-second video commercial. An attention-grabbing professionally produced video spot that communicates sisterhood and the values of faith, service, social justice, which will be highly compelling to a younger audience and demonstrate that the League is a modern and innovative group.
- A digital affirmation campaign for members and a digital map to promote the audience to share posts/content with someone in her social media circle. The content will speak to the current time and fulfil a need for connection. The map will be an online creative asset showing the strength of the membership and an iconic visual representation acting as a

symbol of national pride, creating a feeling of belonging. For non-members it will be an opportunity to see the incredible capacity and scope of the organization.

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 was responsible for reviewing existing standing committees and reducing them to three to align with new core values of faith, service and social justice. The sub-committee completed its final report with recommendations that are now at the instructed vote phase.
- Sub-Committee #2 was responsible for examining the current levels of the League, streamlining executive officers at all levels and creating distinctive roles for each level. One part of the sub-committee’s work—streamlining executive officers at all levels—has been approved and is now at the instructed vote phase. Its report examining current levels of the League has been completed, and the final report was submitted to the board.
- Sub-Committee #3 has completed its work and created a guide to simplifying meetings and reporting processes. The implementation committee approved the guide, and it has been gifted to the board for review and distribution.



I am tremendously grateful to the members of the reorganization working group and feel honoured and blessed to have worked with each of them. They are a gift to the League and deserve heartfelt appreciation for everything they have given in support of these strategies. If you get the opportunity, I encourage you to thank them for their dedication and service “For God and Canada.”

Year Three Working Groups

I am pleased to introduce you to the wonderful members who said “yes” to the following two working groups for year three:



Effective Communication Working Group: Marilyn Blew, Catherine Boudreau, Lisa Fillingham, Christa Grillmair, Anita Kreutzwiser, Sr. Susan Scott, Maria Tejero and Jackie Van Ryswyk.

The strategy for this working group is to improve, streamline and expedite internal and external communications. The group is in the process of developing an action plan to bring this strategy to life. It will include consultation with members to ensure they are heard and their feedback used as a part of its research and recommendations.

Training & Development Using Technology Working Group: Mary Capobianco, Gail Kopp, Julie Lelievre, Lynette Mendes and Anna Tremblay.



The strategies for this working group are to develop training programs to meet the needs of members using technology and employ technology to create training tutorials to meet the needs of the League’s current demographic. It too is developing an action plan and will focus on member training and development to support, empower and provide skills to women.

The working group members are excited to be taking this on and investing in their League sisters.