



The Catholic Women's League of Canada

MEMO

DATE: September 24, 2021

FROM: Betty Colaneri, national first vice-president and chairperson of communications

TO: Parish chairpersons of communication

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

ENCL: Communications Survey

My dear sisters in the League,

I am thrilled and honoured to be part of the national communications team! Welcome to those that are joining me this year on this journey. Those of you who may not know me can find my biography on the national website.

According to the definition of communication, it is “the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs... a document or message imparting news, views, information, etc.” (dictionary.com). The word “interchange” is what caught my attention as being a great way of putting it. The best type of communication is when members can interchange.

I mentioned in my first communique to my provincial counterparts that the term “tech-savvy” was never something I had considered myself to be. This will be a great opportunity to get a better understanding of the process and embrace technology. Members were all faced with the challenge of not being able to communicate in person due to the restrictions of the COVID-19 pandemic. With the aid of technology, councils were able to stay connected with Zoom or GoToMeeting. It was the next best thing to being there. I am sure you have all become experts in virtual meetings!

Even though technology can be daunting for some, it can be a very useful tool with guidance and time.

League Magazine: The fall issue of *The Canadian League* is available online only. The decision was made to have this done on a trial basis due to the costs of printing and mailing the magazine and reduced revenue from a declining membership. A survey asking members for their opinion has been enclosed. Kindly inform members of the survey and encourage them to respond to it. Only by communicating their views to national council can it best serve the needs of its members.

The Catholic Register has produced a special 36-page commemorative magazine about The Catholic Women's League of Canada. Regular subscribers to *The Catholic Register* will have received one copy of the magazine with their subscription included with the issue dated September 5th. For non-subscribers, the commemorative magazine is available through a link created especially for members at catholicregister.org/cwlmembers. In addition, *The Catholic Register* has generously given members a special price of \$5.00, including taxes, shipping and handling costs. Members can order by the following methods:

- ❖ Online (catholicregister.org/cwlmembers)
- ❖ Telephone: (416) 934-3410, extension 404 or (855) 441-4077
When placing their call, members must mention they are a CWL member and quote the coupon code CWL2021 to receive the special pricing.
- ❖ E-mail: Download an order form available from catholicregister.org/cwlmembers and e-mail the completed form to cwl@catholicregister.org.
- ❖ Mail: Send a completed order form to:

The Catholic Register
1155 Yonge Street, Suite 401
Toronto, ON
M4T 1W2

Kindly forward the information and spread the word!

Be sure to check the website for updates on the implementation of the strategic plan, accessible under "Quick Links."

It is crucial to stay in touch with members. For those that do not have Internet access, reach out to them by telephone or send them a card to let them know their League sisters are thinking about them. If a member has a change of address, it is essential to notify national office to avoid unnecessary delays in communication and cost.

On the Spot: This is a great website feature to spread the news of the wonderful works being done by councils. As the saying goes, "a picture is worth a thousand words," and it is a fun way to share ideas with members across Canada.

The criteria for submitting to On the Spot:

- ❖ council title and location
- ❖ high-resolution photograph (clear, with at least 300 dots per inch (dpi))
- ❖ submit the original photograph electronically or by mail
- ❖ a write-up to accompany the picture that does not exceed 50 words

Time to browse: Be sure to make time to browse the national website, Facebook and Twitter pages. If you are not comfortable doing so, consider it a wonderful opportunity to ask a tech-savvy woman to help you navigate through it. You can always thank her for being your tutor with a membership to the League!

I look forward to working with you! Let's keep those lines of communication open!

Communications Survey

The fall issue of *The Canadian League* magazine will be available online only. The decision was made to have this done on a trial basis due to reduced revenue from declining membership.

The national executive/board would like to hear your opinion. Kindly respond to the following questions:

1. How would you prefer to receive *The Canadian League* magazine?
 hard copy only hard copy and digital version
 digital copy only two hard copy issues and a digital only fall issue
2. The present number of issues printed is three times per year. Would you prefer the magazine:
 remain as three issues per year change to two issues per year
3. Due to rising costs, would you be willing to pay an additional fee to continue receiving *The Canadian League* as a hard copy only?
 yes no
4. Which articles interest you the most?

5. Is there anything you would like to see more of?

6. Do you have any other suggestions or comments?

Thank you for taking the time to respond to this survey. Your input is greatly appreciated. Please return your completed survey to:

The Catholic Women's League of Canada
C-702 Scotland Ave
Winnipeg, MB R3M 1X5
E-mail: info@cw1.ca