

Communications

Date: July 7, 2022



Communiqué #07

Catholic and Living It!

TO: Provincial Chairpersons of Communications
CC: National Executive (for information)
National Life Member Liaison (for information)
FROM: Betty Colaneri, National Chairperson of Communications

“Each encounter with Jesus fills us with joy, with that deep joy which only God can give.”
(Pope Francis)

My dear sisters in the League,

It is with great joy that I announce exciting news! The Engagement Hub powered by The Catholic Women’s League of Canada is up and running! Members can access the site at catholicwomenunite.ca/. The theme is *Catholic Women Unite, Where Women Come Together to Live Their Faith*.

What is the Engagement Hub? It is a dedicated web page with curated and re-purposed content and messaging focused on engagement and recruitment with a specific call to action. It is an advertising campaign in a bold, highly visual format that can include multimedia content encouraging those who visit the site to engage with a specialized platform while providing an incentive for future marketing initiatives. The hub is a communication tool that will break down perceptions and create enthusiasm and engagement. It will promote national sisterhood, mentorship and ways to reach out. High-quality, relevant content can be accessed in exchange for an email, enabling the League to assess Google analytics. The hub does not replace the national website. Instead, it is intended to drive women interested in what the League is and what members do to the website to learn more. The goal is that they will then take their place among the membership. Ask your diocesan counterparts to help encourage members and women from all walks of life across Canada to visit the site.

A new name, same function! On the Spot has been changed to Spotlight. This will best reflect the submitted photographs that may not be current. Please ask your diocesan counterparts to encourage members to send in pictures of activities taking place in their parishes, dioceses or provinces to national office with a copy to myself as well. Councils across Canada look forward to seeing what is being done by other councils, so keep those photographs coming!

Remember, communication is key! Continue to keep those lines of communication open and flowing.

Respectfully submitted,

A handwritten signature in cursive script that reads "Betty Colaneri".

Betty Colaneri

National First Vice-President and Chairperson of Communications