



# The Catholic Women's League of Canada

## MEMO

**DATE:** October 3, 2022  
**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)  
**ATT:** Communicating During Transition

My dear sisters in the League,

As I write this, fall is just around the corner! The summer brought members back to the long-awaited in-person national convention. Members gathered in prayer and sisterhood, and joy filled the room!

**Fall Magazine:** The fall issue of *The Canadian League* will be in hard copy format and mailed to members. The magazine is full of important information regarding the oral reports, updates to the strategic plan, the adopted resolution and highlights of the convention. Updates from the various sessions and activities have also been posted on the national website and social media channels.

Please continue encouraging members to browse the national website for all the wonderful resources available. A reminder that 'On the Spot' has been changed to 'Spotlight.' You and your sister members are encouraged to submit photographs of activities taking place in the parish, diocese or province to national office with a copy to myself as well. Updates and parish council activities across Canada will also be featured on Facebook, Twitter and Instagram. Members across the country look forward to seeing all the amazing accomplishments—so keep those photographs coming!

The instructed vote was held during the business session of the national convention, and the results are posted on the national website. One of the instructed votes adopted referred to the reduction in standing committees. An updated communication protocol will be used during this transition period to assist councils with the move toward the new structure. Effective immediately and until July 2024, the interlevel communications should be directed from one level to the next through the president and secretary. The president and secretary will decide about how best to forward the communication within their council. This method will apply to both top-down and bottom-up communications throughout the League.

A document has been prepared and enclosed called “Communicating During Transition” to assist in explaining the process. Kindly circulate the document to councils at other levels.

Changes are being made to the national website to make it a more user-friendly, simplified, modernized and optimized site. Many resources are available from the implementation committee working groups, and it is essential that members can access these wonderful tools.

Have you heard? The Engagement Hub—powered by The Catholic Women’s League of Canada—is live! What is an 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. It is a communication tool that will break down perceptions, create enthusiasm and engagement, and 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 track data through Google Analytics. The Engagement Hub does not replace the national website—its purpose is to drive women interested in who members are and what they do to the national website to learn more. The goal is that they will then take their place among the members. Encourage members and women from all walks of life across Canada to visit the site. Individuals can access the site at [catholicwomenunite.ca/](http://catholicwomenunite.ca/). The theme is *Catholic Women Unite, Where Women Come Together to Live Their Faith*.

Remember, in all that we do, communication is key!