

**The Catholic Women's League of Canada  
Alberta Mackenzie Provincial Council  
Chair of Organization**



**DATE: September 19, 2018**

**COMMUNIQUE: #4**

**TO:** Diocesan Chairpersons of Organization President Elects

**CC:** Provincial Executive (for information)

**CC:** National Chairperson of Organization (for information)

**FROM:** Judy look, Provincial Chairperson of Organization Development

**ATT:** \_\_\_\_\_

Welcome back. This is probably a good time to have a cup of tea, reflect on our blessings and say a little prayer to the Blessed Mother as we prepare for the final 4 months of 2018. Fall is a very busy time for councils as many have fall suppers, craft sales, bazaars, memorial and advent services, retreats, begin to sow the seeds of letting your name stand for executive positions for upcoming elections and prepare to or have their membership drives. Let's add the annual reports as well.

Update on CWL Plans Strategically

As many council presidents will be wondering about the strategic plan ( or planning strategically) being rolled out by National the following is an update from the Provincial Council Fall Meeting September 14-16

- Many members who were at the National Convention in Winnipeg received the 24 page booklet called "The Catholic Women's League of Canada Plans Strategically booklet which is a frame of reference for a five year plan that encompassed all levels of the LEAGUE. An implementation team is being formed to make the goals set out in the report.
- All parish council presents will receive a copy in the Fall mail out so please look for it.

**Action:** On receiving the booklet and to help you prepare for instructions from the implementation team:

1. Read pages 10 and 11 and become familiar with the material.
2. Review the Core Guiding Principles which are:

The Core purpose, the Core values, the Mission Statement and the Envisioned Future

3. Make copies of these two pages for your executive members  
Discuss the 4 guiding principles at your executive meetings so that all become familiar with them.
4. Become familiar with the Mission Statement.  
Discuss how your council executive lives it: call members to grow in faith and witness to the love of God through ministry and service
5. There will be no changes to the election structure for this year. We have to wait for directives from the Implementation team.

### **Membership**

With all the busyness of Fall we often don't think about our approach to our membership drives and so we tend to do things the way we always do them with the same results.

#### Recruitment:

1. Wear your pins and other apparel that identify you as a CWL member at Mass on recruitment Sunday
2. As you are gathering to sell memberships encourage the ladies to look enthusiastic.
3. Be visible. Have some members circulate and chat with the ladies leaving Mass.
4. Try to have eye contact with the ladies leaving Church
5. If a woman approaches the table welcome her and introduce yourself.
6. Engage her in conversation.
7. Have a handout ready to give to her even if she doesn't sign up

#### Some suggestions that you may not have tried with new members:

1. When a new person signs up pair her with an existing member. Have the existing member invite her out for coffee in order to learn a little bit about her before she attends her first meeting.
2. Offer to pick up the new member for the general meeting. If you have Mass before the meeting sit with her and make her feel welcome.
3. Make sure you introduce her to as many ladies as possible and if she happens to have some of the same interests of as some of your members introduce her to those members. Example: If you learned she is an avid reader and you know someone in your council who is an avid reader introduce them.
4. Sit with her at the meetings and continue to introduce her to others. Don't get tired of doing that.
5. Invite her to join you to work on one of the many projects that are happening. Continue to introduce her. Do not assume she knows everyone or anyone for that matter.
6. If you have circle leaders or group leaders introduce the new member to her circle leader.
7. New Members Tea...allow the new members to ask questions after you have done a little presentation on the meaning of being a CWL member. Present them with their CWL pin. When they have all received the pin sing the Blessing Song over them. Take pictures of them with the president and post it. Have a package ready that included FYI type of information.

#### Returning Members

1. They are your faithful. Make them feel special. Give them a prayer card ( or a little something) with their renewal.
2. At the first meeting welcome them back and ask them to stand. Yes, you will have all of them stand but then have the blessing song sung. Let them know they are of value.
3. Some of the returning members are the executive. Take the time to reintroduce them to the ladies. Let them know how much you appreciate their participation. Often we take them for granted. (Not a good idea). How many executive members after their term is finished stop coming to meetings or do not renew their membership? Often that happens because they do not feel valued.
4. If your membership is divided into teams or circles make sure the returning member gets her circle roster when she renews. New members will be added to it later but returning members need to be looked after as well.
5. Ask some returning members to work on the New Members Tea. This gives the new members the opportunity to meet other members. As well often executive members are busy at the meeting and these returning members can help making the new member feel comfortable.

#### Non-renewing members

1. Check your roster immediately following the membership drive to see who has not renewed.
2. Have your team or circle leaders identify who didn't renew in her circle or team.
3. Phone the member. There are various reasons members don't renew and we need to know all of them.
4. If it has slipped their mind give them some options for renewal...they can send the form by mail; they can drop it off to the Church; they can bring it to you and stop in for tea/coffee.
5. If they have decided they no longer want to be a member get their reasons why. The only way we can retain members is to know why they don't want to be part of the organization. Once we know the reasons we can possibly adjust the way we do business to address their concerns.
6. If they chose not to renew send them a we will miss you card or something like that with a thank you for what they have contributed.
7. Some non-renewing members may have become shut-ins, moved to assisted living type of facilities or Alzheimer's units. Do not abandon them. If possible develop a mini roster of volunteers who would be willing to visit them. Make sure you get permission of families to visit the Alzheimer's sisters.

#### Associate Members:

Just a reminder that women of other faiths can become CWL associate members.

#### Awards

One of the best way to acknowledge the hard work of your members is through awards. Check out the following as some of your members may be eligible.

##### Elsie Yanik Award

This is the time to be thinking about who you will nominate for the Elsie Yanik Award. Please review the criteria on the provincial website and identify a member who you know fits the spirit of Elsie Yanik. The application form is there as well

##### Bellelle Guerin Award

This award goes to an exemplary member who cannot provide service at the national level, as a life member. Check out the criteria on the National website. You may have a member who has served at the provincial level but cannot go any further who you could honour with this award.

#### Maple Leaf Service Award

Check out the criteria on the website.

#### Walter Krewski Membership Awards

You will be working on these awards as you encourage non members to join and nurture your present membership to retain your members.

#### Life Membership Nomination Form ( Life Membership is not an award as such)

Check out the national website for the nomination form. Remember this is not a reward award but an award that continues to call you to service.

#### National Development Fund

"The funds purpose is to assist councils that would incur financial hardship by hosting a workshop. Total expenses submitted for reimbursement will be reduced by council profits on the event incurred by charging registration fees." #4 point 6 of the guidelines. Please check out the national or provincial website the complete guideline and application form.

So ladies lots to think about. Let us focus on our relationships and effecting change. Let us ask the Holy Spirit to give us the courage to move out of our comfort zone and trust that he will take us to a zone that will be spirit filled so that we can truly be women who grow in faith, and witness to the love of God through ministry and service.