

Organization Standing Committee



Directive # 5

May 5, 2020

From: Linda Squarzolo,
Provincial President-Elect/Organization Chair

To: Diocesan Organization Chairs

Copy to: Diocesan Presidents, Provincial Executive, Organization Subcommittee, National Organization Chair

Hi Organization Chairs,

I wanted to keep in touch with you since all our meetings and conventions are on hold for the near future. I so looked forward to seeing many of you at the diocesan conventions in April and May and at the provincial convention in July. Now that will not happen. I hope we can stay in touch and share what we are doing while socially distancing.

Annual Report Books

The preparing and publishing of the annual report book falls under the duties of the organization chairperson. The Ontario Provincial Council Report Book will be found on the provincial website (cwl.on.ca) on or before July 1, 2020. How will your diocese distribute report books this year?

National Directives/Memos

National President-Elect/Organization Chair recently sent directives and memos. I have attached them for your information. I did participate in the quiz for provincial organization chairs that Fran offered as a challenge. It was fun!

Membership

I recently received the directive sent by Sue Lubowitz, President-Elect/Organization Chair for the Toronto Diocese. She prepared an excellent list of suggestions for increasing membership, called "12 Ways for Increasing Membership". I am attaching this handout for you.

Keeping in Touch

I was chatting with a CWL parish president recently. She explained how she called every one of her 50 members during the month of April. She told them about events being cancelled and just had a personal conversation with each of them. In the future her council plans to continue to keep in touch with members, monthly, but the calls will be shared among the telephone captains.

Wouldn't it be nice, if we took the time to keep in reach out to each other?

Keeping Busy at Home

How have you occupied your time while in social distancing at home?

I have been busy with CWL work like preparing the annual report book and continuing my work on the National Implementation Committee. However, I have taken time to work on crafts like knitting and doing embroidery.

I decided to use my skills to do something useful, so I am sewing COVID masks. There are many different patterns on the internet, but I found a simple one that uses two rectangles of cotton fabric and elastic loops. I have made them for my family to wear when they have to go out. Our local hospital is also asking for masks. They give them to visitors to wear when they come to the hospital emergency department. I am embarking on a new project this week. My daughter, an emergency doctor, is returning to work following a maternity leave. She has asked me to sew some scrub caps to cover her long hair at work. I have been watching YouTube videos to learn how to do this for her. I'll let you know how it goes.

What have you been doing for the last two months? I would like to hear from you. Let's keep in touch.

Stay Safe!

Linda

Linda Squarzolo
President-Elect/Organization Chair
The Catholic Women's League of Canada
Celebrating 100 Years 1920-2020



12 Ways to Increase Your Membership (Adapted from various sources: Sue Lubowitz)

During this period of COVID-19 membership drives are quite a challenge but membership growth is a constant challenge. One month you pick up new members and the next month you lose a member. Even if your council is active and successful, some members will leave due to sickness or death, transfers, time restraints or a variety of other reasons. New memberships bring fresh ideas and different perspectives that will let the League expand the opportunities to serve the church and community. That is why every member should be continually on the lookout for new members. Every member should consider herself on the membership committee! It is not always easy to attract new members but here are some ideas to help boost your membership. Please send to me any other strategies that have worked in your council so that they can be shared with other councils.

#1. Take Turns Inviting Guests

Members should take turns inviting prospective members to your meetings. This effort could be conducted in alphabetical order based on the member's first or last name. It's a sure bet that some of those guests will want to come back and join. This consistent approach to growth helps your members get in the habit of identifying new members.

#2. Organize Teams

Organize teams of 3 or 4 members to recruit new members over the summer months. Encourage them to name their teams, make it a game and get everybody involved. Offer a prize for the team that recruits the most new members; for example, lunch at the hot spot in town, gift certificates for a spa or nail salon.

#3. Go Public

Get one or two members to work on a public relations campaign, sending news releases to the local newspapers, radio and TV stations about the CWL and the activities that are coming up. Don't forget to include a contact name, phone number, e-mail address or web site.

#4. Feature Interesting Programs

Once you succeed in bringing guests to a meeting you want to make sure they like what you have. Organize interesting meetings and speakers that will make them want to come back.

#5. Educate Your Members

The more your members know about the CWL and its history, the better they can educate prospective new members on the League.

#6. Start a Speakers Committee

Just as outside speakers promote their causes to your council, you can visit other organizations and talk about your community programs and projects. While you are speaking you can distribute our brochures and invite them to your meetings.

#7. Look Up Old Friends

Pull out some of your old membership rosters and circle the names of those who left. Give these members a call, because their situations might have changed and they may be ready to return to the council. If not, thank them for their past membership and tell them that you will be praying for them. Let them know that there are various levels of participation in the work of the council.

#8. Make the Most of Your Service Projects

Every time you do a service project, promote your council. When you donate to a charity, inform the staff about what the CWL is about and ask them to join. Wear your League insignia when presenting cheques or making presentations to charities. If you award a scholarship, invite the mother of the winner to join your council. In fact, encourage not only her but also the grandmothers, sisters and aunts to join.

#9. Put your Council on Display

Have a few members attending every Mass or other activities going on at your church with brochures and other information. Your council photo albums can also provide some points of conversation to share. If you have a calendar of events make sure you print some to give out. Encourage them to stop by a meeting and see what's happening. You never know when you might strike a responsive chord with someone who is just looking to get involved.

#10. Use Business Cards

Make some business cards for your members with the name of your council, the website if you have one and the contact person's name, phone number and e-mail address. You might put on the back the location, time and dates of your regular meetings with the phrase "All are Welcome." Encourage members to give these cards out along with a personal invitation to your meetings.

#11. Increase Your Circulation

Do you send out the agenda for meeting in advance of each meeting? Send copies to prospective members, former members and the local media. Add a personal note on each inviting them to attend the next meeting.

#12. Plan a Fun Event

Organize a party or other fun event and invite the membership and new prospective members and their spouses or significant others. While having a good time is the main objective of the get together, you can also work in some information about the League and even a soft sell in joining.

REMEMBER: Keep the Mission Statement as a focal point of work, as it shows what our organization is about! Keep Prayer – always! Prayer is the binding force of the League!

Mission Statement:

The Catholic Women's League of Canada calls its members to grow in faith, and to witness to the love of God through ministry and service.

MEMBERSHIP
MATTERS

The logo consists of two lines of text. The top line reads "MEMBERSHIP" and the bottom line reads "MATTERS". Each letter is a different color and is held up by a colorful silhouette of a person. The silhouettes are in various colors: blue, red, yellow, blue, orange, purple, green, and blue. The people are shown in various poses, some standing and some jumping, all with their arms raised to hold the letters. The background is plain white.