



The Kingston Diocesan Council of The Catholic Women's League of Canada

Communications

One Heart, One Voice, One Mission

Directive #3

Pages: 2

Date: October 22, 2016

To: Parish Council Communications Standing Committee Chair
From: Jean Mulvihill, Diocesan Communications Standing Committee Chair
CC: Diocesan Executive, Provincial Communications Standing Committee Chair

Attachments: Newsletters from Our Lady of Hope council in Sudbury and St Kevin's council in Val Therese.

"Deliver your words not by number but by weight".

Proverbs

Communicate! Communicate! Communicate!

In recent months two councils have shared newsletters they have published in their parishes – from Our Lady of Hope council in Sudbury and St. Kevin's council in Val Therese. Both are attached as examples of what you can do in your dioceses and parishes. So often the perception of the League is teas, bazaars, bake sales and funeral lunches – all of which are absolutely necessary and equally important, as they allow us to carry out our work for God and Canada, particularly in this Extraordinary Year of Mercy. However, that's not all we are about and we need to get that message out.

So... I issue a challenge to every parish council to produce a newsletter. To aid them in this task, you will propose the following questions: Does your parish know how much you contribute to the many worthwhile causes and organizations you support? Do they know about the service awards and pins you have presented to deserving members? Do they know that you honor your deceased members every November? Do they know that your members took the time in July to attend the provincial convention and in August to attend the national convention? Do they know about our resolutions process or the resolutions passed at both the provincial and national conventions? Do they know that a delegation from the national council and a delegation from the provincial council meet with respective government officials annually to discuss our concerns and raise issues?

These, and so much more, are excellent content for a newsletter and I ask that your parish councils give serious consideration to publicizing their many, worthwhile accomplishments. If we don't toot our horn, no one will. I can think of no better way, or time, to communicate the League in our parishes. Many parish councils will be conducting membership campaigns this fall and a newsletter can only help recruit new

members. If you can't afford to print a newsletter for every bulletin, you could consider handing the newsletter out to every woman who walks through the church doors.

On-Line Newsletter

Kingston is scheduled to submit articles for the February 2017 provincial newsletter. Parishes are asked to submit articles with a photograph to Margie Royle (diocesan president) and Jean Mulvihill (communications chairperson) by **14 January 2017**. I encourage you to reference *Good Gracious! Good Grammar!* Posted on the provincial website at <http://www.cwl.on.ca/sites/default/files/resources/627.pdf>. This excellent article has a wealth of information and is a superb resource.

Guidelines for submissions are as follows:

Editorial Guideline (adapted from *Be League*) - items must be about CWL events:

- How was the CWL involved?
- Items should be new or innovative and able to be replicated by councils.
- Council title and location must be mentioned.
- Each article will be typed and not to exceed 100 words.
- Only one photograph should accompany each article.
- Photographs must be cropped and sent in jpg format. Written permission is no longer required to publish pictures of individuals.

May our Lady of Good Counsel guide and bless you.

Respectfully submitted.