



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

### Organization

*Catholic and Living It!  
Go Make a Difference  
Reconnect*

**Directive #1**

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**Date: Oct. 11, 2022**

**To:** Parish Council Organization chairs  
**From:** Maureen Vincentine, Diocesan Organization Chair  
**CC:** Diocesan Executive, Provincial Organization Chair

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I am pleased to continue to serve on the diocesan council as appointed Chair of Organization. I will enjoy working closely with Lyne and the other great ladies on the council to serve all members of The Catholic Women's League in the diocese of Kingston. I am also happy to work with Colleen Martin, our president – elect and organization chair on our Ontario Provincial council.

Lyne's sub theme "Reconnect" is an important focus for us as we discuss and act upon initiatives to retain and increase our membership in the League. With the past two difficult years behind us, we are beginning to meet and plan for a successful year ahead. Each of you will soon be collecting membership dues. This is an important time for us. Fees have increased; Covid has given us less opportunity to truly recognize each other as sisters in the League, working, praying and having fun together; our members are aging and we are not easily recruiting new members.

What is being done? What can we do?

At the provincial level, Colleen Martin has held Zoom meetings with organization chairs from around the province. We have been meeting monthly. Everyone agrees that a personal approach is the surest way to encourage new members and to retain the members we have. It will be especially important to speak with present members and encourage them to understand the benefits and opportunities that come with membership. To this end some suggestions have been made:

- Call members and potential new members
- Advertise your membership drive: bulletin, pulpit, coffee reception
- Hold a CWL information session
- Have your spiritual advisor speak to the importance of the League
- Organization chairs, under Colleen's leadership, have been given the task of coming up with the 2 minute "elevator speech" to share with all councils. This will help respond to the question "why should I belong". I will pass this on to you when it is completed. We need a little help in knowing just what to say!

- Do something for the ladies in your parish: a social, a guest speaker, an advent retreat. Invite all ladies.
- Offset the increase in fees with a fund raiser perhaps. Be sure to let members know where their funds are going and why the increase is necessary.
- Direct members to our national CWL site. I am very impressed at the available resources. Be sure your members are aware of the many new workshops, liturgies and resources that have been constructed and made available to us. National has been busy! Peruse and distribute their Fall mailings to get ideas and information. These will be sent to your president. They will also be put on the National website soon.
- Diocesan council wants to help! Invite your members to attend the development day in November. Be sure your council is represented at the presidents' meeting, October 22. Call your diocesan contact, or any of us. We would be happy to come to a meeting, or help in any way we can. We too wish to reconnect!

Respectfully submitted.