



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

### Communications

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

**Directive #2**  
**Date: October 21, 2023**

**Pages: 2**

**To:** Parish Communication Chairs  
**From:** Annette Meadows Diocesan Communications Chair and Webmaster  
**CC:** Parish Presidents, Diocesan Executive, Provincial Communication Chair

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*"Though I have much to write to you, I would rather not use paper and ink, but I hope to come to see you and talk with you face to face, so that our joy may be complete." 2 Jn 12*

This verse by John really gives us something to reflect upon as we face the challenges of communication with such a diverse group of women in current times. This is another example of 'how did they know we would need to hear this two thousand plus years later?'

Well, here are a few things happening within the Catholic Women's League (CWL).

### **Sharing is Caring**

I recently attended the Sharing is Caring workshop hosted by Clark Marketing Communications (Clark). For those who are not familiar with them, Clark is the League's marketing resource for presenting the organization to non-members. I must say I was very impressed with the work they have done for the League and their genuine interest in hearing from all of us, by way of these workshops. They provided an overview of all the resources currently available to us as well as more resources that are in production. Maybe you have seen the logo/letterhead which incorporates the CWL emblem with our mission of faith, service, and social justice? It will be available soon!

There are links to these resources from our National website, [cwl.ca](http://cwl.ca), but you can go directly to our sister site [CatholicWomenUnite.ca](http://CatholicWomenUnite.ca) where you will find all the promotional videos and other marketing tools created by Clark. This information is timely as most of our Councils are preparing for elections. You can contact me if you need assistance accessing the information.

### **Communication from National and Provincial Councils**

With the restructuring of the National Executive Council, communiques and other correspondence are now being sent directly to Parish Presidents and Secretaries. Let me know if you are not receiving them.

Our Provincial Council is currently reviewing the process they will use under the new structure, and we will be informed shortly.

## **Diocesan Website**

We aim to update the website regularly. Please continue to submit your events and photos so we can share it with our sisters. It keeps us connected and is a great way to share ideas.

### **Quick Reference Guide**

In my last directive, presented at Convention, I indicated that I was pondering the idea of creating a quick reference guide that answers those questions that may be challenging to find the answer. For example, what is the quorum at an executive meeting or at a general council meeting?

I need your feedback to see if this would be a resourceful tool. If yes, I am looking for your questions on matters that you would find beneficial in a guide.

In closing, while there are so many electronic resources available to us, let's remember the words of 2 John 12. Even the electronic savvy members need to see a smiling face!

Respectfully submitted.