



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

Communications

*Here I Am Lord, send me!
Go Make a Difference
Reconnect*

Directive #2
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To: Parish Council Communications chairs, Secretaries
From: Annette Meadows Diocesan Communications Chair and Webmaster
CC: Diocesan Executive, Provincial Communication Chair

Remember not the former things, nor consider the things of old. Behold, I am doing a new thing; now it springs forth do you not perceive it" – Isaiah 3: 18-19

Change. Change is inevitable, but sometimes can be difficult or overwhelming to adjust. Most councils are experiencing change with the implementation of the new National structure. The former Communications chair is one position that will now, for the most part, fall under the responsibility of the secretary in the new structure. The Secretary will also take on some other roles (e.g. corresponding secretary, etc.), so understandably can initially be overwhelmed.

The beauty of the new structure is that we are not alone in this wonderful sisterhood. We all have our own gifts and talents with the common goal of carrying out the mission of the League. Every Council has been encouraged to create subcommittees, teams or leads (however you wish to refer to them) for specific tasks or events for their Council. For example, some members may not have access to or be intimidated by internet or social media, such as Facebook or Instagram. Most councils will have a member who is quite comfortable with these "programs". Therefore, that member can take responsibility for that aspect of communication and provide the secretary with a report for the purpose of sharing the information to the Executive and members at the general meeting. Some members love writing cards. They could offer to send out sympathy or get-well cards to members and/or parishioners. There are other benefits to this system, for example, less time commitment and the member is able to feel they are making a contribution to their Council, parish, community and the league. Some members love to talk and would be perfect for the 'telephone tree' to keep in touch with new members or our senior members that may not be able to be active. There are many ways and opportunities to keep effective communication going with the help of members.

In that light, resources are available. Just this past week (February 2, 2024) National released a resource called "Members' Communication Guide: A Familiarization Workshop." (#837). The workshop provides the basics of communication and will help you to share them with your members. The Modules include the Principles of Effective Communication, Types of Communication, Best Practices, Barriers to Communication and Further Resources.

This workshop compliments the resource guide released in September 2023, Members Communication Guide (#645).

Whether you do a workshop or not, there is great information and resources available to members in these documents.

At times we can't discuss everything happening in the League at our general meetings. A great way to keep the information flowing is to create a newsletter (monthly, quarterly) for your council. This may also give extra time for faith development and fellowship at your meeting by some of the reports and updates in a newsletter. A template with instructions is available on the National site. You are not required to use this format, but it can give you some ideas to create your own style of communication letter. The template and instructions can be found under strategic planning on the National site. (<https://www.cwl.ca/strategic-planning-resources-and-updates/>).

Communication remains key for the League and these resources will help to improve and streamline effective communication both within and outside the League.

Respectively submitted