



The Catholic Women's League of Canada
Archdiocese of Edmonton

OUR LADY OF GOOD COUNSEL, PRAY FOR US

COMMUNICATIONS ANNUAL REPORT 2010

56 councils out of 71 reporting

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Dear Sisters in Christ.

Councils reported that the three most important methods of Communicating with members was the Parish Bulletin, Phoning committee and Person to Person. E-mail fan-outs are becoming used more frequently, with 25 councils reporting that they used this method. Brochures, Posters, Parish Websites, Bulletin Boards, Fax, and one Council reported that it had a Blog. CWL Councils participate in Stewardship/ Ministry Fairs; send out their meeting minutes to members. A smile and friendly greeting adds a lot to whatever method is used.

18 councils reported that they publish a newsletter and they range from 1 to 4 times a year, however one council reported that they publish 10 times and they are e-mailed or mailed. Councils endeavor to get their newsletters all their members. Some councils include their Newsletter in the Parish Bulletin so that the entire parish will be informed about CWL activities. They are given out at meetings, e-mailed, advertised for pick-up in the church, delivered to homebound members. Some councils mentioned that they mailed them out. It was noted by one council that postage can be too great an expense and they will have to re-evaluate how they distribute the newsletter.

A variety of methods are used to promote the League and advertise Special Events. Media such as the Western Catholic Reporter, Devon Dispatch, Yeller, Newspapers Ads, and small local daily newspapers are used to advertise events. Sometimes a Special CWL newsletter is prepared, event information is inserted into School newsletters, posters are put up in visible places around town and there are opportunities to promote the League at Stewardship Fairs, and by being visible by wearing the CWL scarf and pin at parish functions. One council reported that their Priest made announcements about CWL events and complimenting the CWL and stressing their importance in the parish. We need to make it our mission for make **The CWL visible throughout the Year.**

The Canadian League magazine and the Western Catholic Reporter are reported as being the most used publications. CWL Websites, are being checked by about half of the councils that reported. Other forms of media mentioned were Salt & Light television, EWTN, Vision TV, Edmonton Journal, CTS – Christian TV and Lenten folders were available for study. Quid Novi, the Archdiocesan E-Newsletter was mentioned by only 7

councils. It is a valuable resource that needs to be promoted so that more councils will access it and make use of the information presented.

Articles and information were submitted to the League magazine and Be League for publishing. Some reported that they were successful and their submissions were published and some were unsuccessful.

There were some photos of members at a meeting, a presentation of a banner to members at St. Dominic Savio, 100th Birthday, 85th Anniversary, and essay from a CGL member on the “Year for the Priest.” These may have been in either one of the National publications.

It is disappointing when submissions are not accepted and I would encourage councils to contact National and ask for an explanation.

There was participation in the “Ribbon of Signatures” campaign against pornography in 4 councils. Councils mentioned that they discussed issues and Resolutions at meetings relating to child pornography, human trafficking and change to the criminal code.

Filling the position of Communications Chairperson is a challenge. Young members are busy with work and family, personal time is filled with CWL as well as other organizations so finding time to do everything is difficult.

Some of the challenges presented are: Gathering details of upcoming events in advance, communicating in brief, interesting wording, collecting submissions for the newsletter, getting members to respond in a timely manner, getting people to participate and move on suggestions that are made, keeping up with e-mails.

Contacting members about meetings and activities is extremely important. In small councils it may be easier to keep in touch, however a difficulty is that when phoning sometimes members are not home and messages need to be left. In large councils it is difficult to know who has received information and who hasn't.

While it is good to have a chairperson is can be a shared responsibility among several members, rather than an addition responsibility taken on by the President.

How can the Diocesan Chairperson Help?

- Offer Workshops (possibly at diocesan meetings)
- Review Chairpersons Responsibilities (in future communiqués)
- Be available to answer questions – Call or E-mail
- Offer suggestions on Newsletters, bulletin notes etc.
- Be Positive and supportive, call on your Diocesan counterpart

Positive suggestions for Communications Chairpersons

- Remember the 5 w's & how when planning or advertising
- Motivate members - encouraging to action
- Mandate: We are encouraged to read & watch Catholic papers, magazines & programs
- Find someone with time and talent to share

- Make an Overview list of Activities done during the year
- Share new ideas
- Make an outline of topics to be brought to meetings
- Go to www.cwl.ca often, share the updates, e-newsletter at meetings.

I would like to thank all of the councils who sent in your reports and newsletters. I know that much good work is being done in the councils and **Communicating** with your membership is essential for keeping you're councils strong and growing. Belonging to the Catholic Women's League offers so many benefits, learning, camaraderie, fun, love and spiritual growth. God Bless you.

Respectfully submitted

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Communications Standing Committee Chair

Edmonton Diocesan Council