



Timmins Diocesan Council  
of The Catholic Women's League of Canada  
Organization Standing Committee



*Care for our Common Home*  
*Loneliness*

Directive #3 `

Pages 4

June 2020

To : Parish Organization Standing Committee Chairpersons  
From: Shirley Gravel, Diocesan Organization Standing Committee  
Chairperson  
cc: Parish Presidents, Diocesan Officers, Provincial Organization  
Chairperson Linda Squarzolo,

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*You have blessed us, O God, with the gift of friendship, the bonding of persons in a circle of love. We thank you for such a blessing: for friends who love us, who share our sorrows, who laugh with us in celebration, who bear our pain, who need us as we need them, who weep as we weep, who hold us when words fail, and who give us the freedom to be ourselves. Bless our friends with health, wholeness, life, and love. Amen*

### **Annual Report Books**

The Ontario Provincial Council Report Book will be found on the provincial website (cwl.on.ca) on or before July 1, 2020.

### **Keeping in Touch**

Utilize your phone tree to keep in contact with your members. Inform the members about when we will see the reopening of the church and how things will be done differently.

## **Membership**

Are you looking for new ways to recruit members? Check out the directive by Sue Lubowitz, President-Elect/Organization Chair for the Toronto Diocese. She prepared an excellent list of suggestions for increasing membership, called "12 Ways for Increasing Membership".

### **12 Ways to Increase Your Membership**

(Adapted from various sources: Sue Lubowitz)

During this period of COVID-19 membership drives are quite a challenge but membership growth is a constant challenge. One month you pick up new members and the next month you lose a member. Even if your council is active and successful, some members will leave due to sickness or death, transfers, time restraints or a variety of other reasons. New memberships bring fresh ideas and different perspectives that will let the League expand the opportunities to serve the church and community. That is why every member should be continually on the lookout for new members. Every member should consider herself on the membership committee! It is not always easy to attract new members but here are some ideas to help boost your membership. Please send to me any other strategies that have worked in your council so that they can be shared with other councils.

#### **#1. Take Turns Inviting Guests**

Members should take turns inviting prospective members to your meetings. This effort could be conducted in alphabetical order based on the member's first or last name. It's a sure bet that some of those guests will want to come back and join. This consistent approach to growth helps your members get in the habit of identifying new members.

#### **#2. Organize Teams**

Organize teams of 3 or 4 members to recruit new members over the summer months. Encourage them to name their teams, make it a game and get everybody involved. Offer a prize for the team that recruits the most new members; for example, lunch at the hot spot in town, gift certificates for a spa or nail salon.

#### **#3. Go Public**

Get one or two members to work on a public relations campaign, sending news releases to the local newspapers, radio and TV stations about the CWL and the activities that are coming up. Don't forget to include a contact name, phone number, e-mail address or web site.

#### **#4. Feature Interesting Programs**

Once you succeed in bringing guests to a meeting you want to make sure they like what you have. Organize interesting meetings and speakers that will make them want to come back.

## **#5. Educate Your Members**

The more your members know about the CWL and its history, the better they can educate prospective new members on the League.

## **#6. Start a Speakers Committee**

Just as outside speakers promote their causes to your council, you can visit other organizations and talk about your community programs and projects. While you are speaking you can distribute our brochures and invite them to your meetings.

## **#7. Look Up Old Friends**

Pull out some of your old membership rosters and circle the names of those who left. Give these members a call, because their situations might have changed and they may be ready to return to the council. If not, thank them for their past membership and tell them that you will be praying for them. Let them know that there are various levels of participation in the work of the council.

## **#8. Make the Most of Your Service Projects**

Every time you do a service project, promote your council. When you donate to a charity, inform the staff about what the CWL is about and ask them to join. Wear your League insignia when presenting cheques or making presentations to charities. If you award a scholarship, invite the mother of the winner to join your council. In fact, encourage not only her but also the grandmothers, sisters and aunts to join.

## **#9. Put your Council on Display**

Have a few members attending every Mass or other activities going on at your church with brochures and other information. Your council photo albums can also provide some points of conversation to share. If you have a calendar of events make sure you print some to give out. Encourage them to stop by a meeting and see what's happening. You never know when you might strike a responsive chord with someone who is just looking to get involved.

## **#10. Use Business Cards**

Make some business cards for your members with the name of your council, the website if you have one and the contact person's name, phone number and e-mail address. You might put on the back the location, time and dates of your regular meetings with the phrase "All are Welcome." Encourage members to give these cards out along with a personal invitation to your meetings.

## **#11. Increase Your Circulation**

Do you send out the agenda for meeting in advance of each meeting? Send copies to prospective members, former members and the local media. Add a personal note on each inviting them to attend the next meeting.

## **#12. Plan a Fun Event**

Organize a party or other fun event and invite the membership and new prospective members and their spouses or significant others. While having a good time is the main objective of the get together, you can also work in some information about the League and even a soft sell in joining.

**REMEMBER:** Keep the Mission Statement as a focal point of work, as it shows what our organization is about! Keep Prayer – always! Prayer is the binding force of the League!