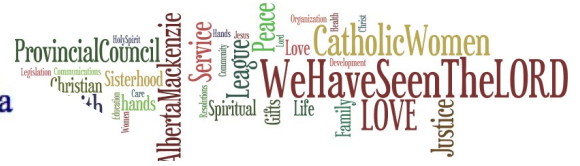


The Catholic Women's League of Canada  
ALBERTA MACKENZIE PROVINCIAL COUNCIL



**Alberta Mackenzie Provincial Council  
Organization Standing Committee  
Communiqué #4  
January 2014**

**Membership**

Increasing Membership is one of our goals in the League but have you thought why we want to increase membership? Why is the League important to you? What have you gained from the League? Encourage your members to think about this, to have this in mind while they are personally talking to potential members.

Always, the first and best method to get members is to talk to people personally! I wish there were an easier way but there is not. Barb D., our National Organization chair, writes: As you seek to offer the gift of League membership to Catholic women nationwide, think how you might unite yourself to their journey suggesting it be about them and what they need, not so much about you and what you want! Let your membership drives be fruitful and fun-filled.

“Many of you will be speaking at Masses over the next while. I remind you to give special note to any social justice projects standing committees are / will be working on over the next two years. It is often our social justice focus that attracts parish women to join us. Also important to note, is the “CWL voice” at all levels of government. As it has been so eloquently stated, “We are the voice of the voiceless.” Keep in mind that personal invitation is always [the best] way to bring new members to the League. Take time to review your membership lists from National office so that you can seek out those who did not renew last year ... find out why ... encourage them to come back ... be welcoming. Reach out to the young women in your parish. As a council think of ways to “re-member” those who are not able to pay for a membership.” From Pauline K., Ontario Provincial Organization Chair

**Parish Bulletin / Personal Contact Campaign**

You will remember the lovely postcards from the national office meant to assist us in our recruitment. (These postcards are still available online from the national office.) Attached to this communiqué are a number of announcements, based on these postcards, that you can put in your parish bulletin, perhaps once each week. Make your members aware that this is what will be focused on this week.

For example – “How can I enrich my faith?” Ask your members to personally think about how their own faith has been enriched by the League. At church, have the member bring the bulletin to a friend that she wishes to invite. Ask the friend if she has seen this announcement and show it to her. This gives each member an opening to talk about how the League has enriched her own faith personally.

For those women who KNOW the personal approach is important but don't know what to say, this can assist them in starting the talk. There are many different topics for these bulletin clips. For the final clip in your campaign use one of the last 2 clips; 'Come Join us!' or "An Invitation to become a member of the Catholic Women's League"

### **Catch the Fire! and Membership**

The Catch the Fire! workshops are made to assist us in recruiting and retaining members. The objective of the workshops is to excite members to take on leadership roles and to teach members about what the CWL is and what it does on an executive level. It is also to invite non-members and hopefully have them become members. Do not let people leave a Catch the Fire! workshop without buying a membership!

I am including 2 documents from Nova Scotia CWL; 'Suggestions for Recruiting New Members' and 'Suggestions for Retaining Valued Members'.

### **Awards**

#### **Bellelle Guerin Award**

This is a beautiful way to recognize exemplary and faithful members who do not and will not qualify for life membership in the League. Councils who are considering awarding this pin are asked to consider carefully and review the criteria found in the *National Manual of Policy and Procedure*.

#### **Maple Leaf Service Pin**

Councils who regularly honour members by showing thanks and offering affirmation do a service to all. Many members serve for years in parish councils never looking for recognition or reward and most are 'unsung heroes'. Encourage councils to honour these women with the Maple Leaf Service Pin. The Maple Leaf Service Pin service pin was introduced in 1971 for members who have served the League in an exceptional or meritorious manner. This pin must be ordered by a council as a presentation item. It is the responsibility of the council to determine criteria for the awarding of the pin. Suggested criteria:

- be an active League member for a minimum length of service of seven to 10 years
- have performed specific outstanding League service on a one time basis or over several years

#### **Certificate of Merit**

The certificate of merit was introduced in 1974 to afford recognition to anyone, League member or not, Catholic or non-Catholic, male or female, who has aided the work of the council generally or with a specific project. This certificate, bearing the League crest on a gold seal, is mailed to the council and the presenting council completes the details.

Many councils have their own recognition for members. Please be careful not to have your council do this for a few years and then 'drop it'. This would be a good way to lose members!

Submitted by

*Cathy B.*

President-Elect, Alberta Mackenzie Provincial Council

Attachments: Suggested Parish Bulletin Announcements, 'Suggestions for Recruiting New Members' and 'Suggestions for Retaining Valued Members'.