



# The Catholic Women's League of Canada PEI Provincial Council



## *Provincial Vice President's Communiqué #3 February 2024*

**TO: Parish Council Vice Presidents**

**CC: National Vice President, Betty Colaneri; National President, Shari Guinta**

**FROM: Cheryl Boom, Provincial Vice President**

I strongly believe that **Membership** in the League is a gift that we give to ourselves when we dedicate ourselves to a life of faith, service, and social justice.

As you know Membership on PEI has been steadily declining. Aging members are passing on, Councils are disbanding, some members are choosing not to renew, and we are not recruiting many new members.

The **“1” Campaign** is being introduced to promote the League and address the ongoing concern of declining membership. The purpose of the campaign is to:

**Recruit:** Encourage members to invite women in their parish and community to join the League.

**Retain:** Show gratitude and appreciation to current members.

**Regain:** Welcome members or councils back to the sisterhood.

Each month, I will receive a message with a catchphrase to share with you to use as a marketing tool.

For December, the message is: **“It Begins With “1”!** Members are the **“1”** called by name and chosen by God.

For January, the message is: **“Make a Difference”.**

The messages will also be posted on the national website, the provincial website and social media.

**Resources** – There are many available on our national website, [www.cwl.ca](http://www.cwl.ca). The planning strategically initiative has created many new tools that are available for councils and members to use.

Under the 600 series, under **Manuals**, The Welcome Program (621) is the one I want to draw your attention to. This program is a tool for memberships drives and invitations.

Please contact me at 780-982-0724 or e-mail [peicwl.vp@gmail.com](mailto:peicwl.vp@gmail.com) if you have any questions or need assistance.

Thank you and God Bless!