

Sisters in the League,

National Vice-President, Betty Colaneri, has introduced **The "1" Campaign** 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.

Please share the catchphrase with your members to use as a marketing tool.

For December, the message is, **It Begins With "1"!**

Campaign Logo: Members are the "1" called by name and chosen by God.

Green symbolizes growth, rebirth and sustainability. The bible mentions the colour green often to symbolize life, beginnings, a new phase of life, renewal and resurrection. Green is a combination of yellow and blue. Yellow represents glory and energy, and blue relates to God and the heavens. It is the green light that tells us to **go!**



In the bible, white symbolizes purity, righteousness, holiness, divinity and peace. The white cross reminds members of His salvation that shines in the darkness. He sends us forth yet never leaves us. Members reflect His light in all that they do.

It Begins With "1"!

Join us in promoting and participating in **The "1" Campaign**. All it takes is "1" step in the right direction and "1" member to make a difference. Join in the excitement of this campaign that seeks to welcome new members, appreciate present members and welcome back returning members! As it is in all things, it begins with "1"!

For **January**, the message is: **Make a Difference** - Last month, members celebrated the incredible season of joy. The greatest story ever told began with **one** courageous young woman named Mary who said "Yes." **One** star lit up the sky to guide the wise men to a lowly humble setting to pay homage to **one** baby who would grow up following the will of His Father. **One** God that became **one** man, Jesus, who would change the world. He is the perfect example of the power of **one**. Being a disciple of God does not mean members have to change the world, but they can make a difference, **one** member at a time. The story of the starfish on the beach is the perfect analogy that reminds us of that. There were thousands of starfish on the beach. When the man saw the little boy throwing the starfish into the ocean, he said to the boy, "You won't make a difference." The boy picked up another starfish and threw it back into the sea. Smiling, he turned to the man and said, "I made a difference to that **one!**" **One** thing, **one** act of kindness, friendship or even a simple gesture of **one** smile can touch someone. Reach out to a member who lives alone or invite a woman from your parish to a meeting. You never know when you can "make a difference" in someone's life. As the Dr. Seuss saying goes, "To the world you may be **one** person; but to **one** person you may be the world."

Betty encourages members to use this promotion. Though it has been assigned for January, it can continue to be used for the months ahead. She and I look forward to hearing how your councils or members made a difference!

For **February**, the message is: **Love the '1' You're With** - This month reminds us of the precious gift of love we have in our lives in many different forms. God was the first to show us unconditional, infinite love and sacrifice. "For God so loved the world, that He gave His only begotten Son, that whosoever believeth in Him should not perish, but have everlasting life." (John 3:16). Jesus showed us how special the bond of love between a mother and a son can be. He also showed us the love between brothers and sisters, the love of family and for His church.

We have a special love in the sisterhood of the League that we show in so many ways. The members from across Canada, many of whom we have not yet met, hold us up in prayer and send us cards to let us know they care. Many of whom, we have forged friendships with over the years. The members we can rely on to take care of the tasks at hand. The members that mentor us and encourage us to take leadership positions. Then there are the many members that work silently in the background. They are happy to work for the good of the League, never seeking attention or recognition. As wonderful as it is to focus on recruiting new members, it is important that we don't take for granted those that are in our midst.

Let's take time to make that "one" call, write that "one" email, and send out that "one" note. Make a point of visiting that "one" member; and my favourite, giving "one" hug. Often, no words are necessary. Holding someone's hand in silence can work wonders. "One" thank you or "one" compliment can go a long way in lifting someone's spirit. Who says valentines are only for the young? There is no age limit when it comes to love!

Wouldn't it be nice to send out a handwritten note to let a member know how much you care? Remember it is the little things that usually have the greatest impact. Let's spread the love!

This month's catchphrase for the "1" Campaign, is "The Chosen '1'". **March** is full of spiritual inspiration! St. Patrick was "1" man who took a simple clover and turned it into a creative symbol for his explanation of the Holy Trinity as well as faith, hope and love. St. Joseph was "1" humble carpenter who became the patron saint of the universal church, fathers, workers and immigrants, to name only a few. This year, the reason for the celebration and central foundation of the faith falls in March. Easter! Jesus, Our Lord rose from the dead to become the ultimate "1". St. Pope John Paul II said it best, "We are an Easter People and Alleluia is our song!"

The greatest story ever told has been amazingly portrayed in a series called The Chosen, and that is exactly what we are. Called by name, we each are The Chosen "1" and meant to proclaim the joy of Easter. Keep in mind that Easter is not just one Sunday. Easter is a way of life in ministry, and ministry is service. This month, remind members how lucky they are to be a chosen people.

Easter is not only the foundation of the faith, but Easter also restores hope. It is hope that members can share with others. With hope and joy of the season, who wouldn't want to join?

On Easter, remember the profound love of "1", Jesus and his ultimate sacrifice on our behalf. He is risen from the dead, so as The Chosen "1", there truly is reason to celebrate! It's a new day, a glorious "1", a transformed "1", a resurrected "1". May Our Risen Lord bless you and your families!

“1 Life Can Change the World”

April - Easter Sunday has come and gone, but the story continues. For the first to witness the resurrection, it was a new beginning. For members, as Easter people, it is the strong foundation of their faith that is woven into their daily lives.

‘1’ life was born into this world, but his resurrection changed the world. Thousands of years later, the story of Jesus touches the hearts of so many in every nation on earth. It has stood the test of time because of its profound significance and the impact it created. Reflecting on the first Easter morning at the empty tomb, picture the image of Mary weeping because she thinks they have taken the Lord. Then imagine her joy when she sees the risen Lord! Without hesitation, she believed that it was Jesus. As women, our hearts are open to hear the good news and then proclaim it, as one of the League’s past national themes (2012–2014) conveyed beautifully, *We Have Seen the Lord!* Just as Jesus entrusted Mary to be the first to proclaim the resurrection, he entrusts us to do the same. When we doubt ourselves and think we have so little to offer, we need to look no further than the gospels to confirm that with God, all things are possible—the miracles of changing water into wine, five loaves and two fish that fed thousands.

Today, some of the demons that haunt society are in the form of mental illness, sickness, hostility, racism, injustice, poverty, unemployment, fear, anxiety and hunger. Members can be the ‘1’ to bring hope and joyfully proclaim the good news to a worried world. Please encourage members to be that ‘1’ and reach out to those members who may feel neglected. Perhaps a telephone call or a note to let them know they care. A conversation can change the feeling of being a burden to a sense of self-worth.

There is a scene in Angel Studios’ TV series “The Chosen,” when Nicodemus encounters Mary after Jesus healed her from her demons. He asks how this happened, and her response to Nicodemus is simple yet profound. “...I was one way, and now I am completely different, and the thing that happened in between was him. So yes, I will know him for the rest of my life!”

‘1’ life that changed the world can make everything possible. Be the ‘1’ to proclaim it!

“1 Mother for All, Mary”

May is the “Month of Mary” and the perfect month to honour mothers. Mary is the “1” perfect role model for everyone, especially women. She is often referred to as the patroness of any good activity and the patroness of all humanity. Chosen by God, she has a special role in the history of salvation, where she was constantly seen by her son’s side during his mission on earth.

Mary joined fully in the sacrifice of Jesus by her ‘yes’ to the acceptance of Christ into her womb, her offering of her son to God at the temple, her urging him to perform his first miracle, and her standing at the foot of the cross. Who can forget the famous sculpture by Michelangelo that captured her sixth sorrow called “The Madonna della Pietà” or “La Pietà” that tugs on the heartstrings? She teaches Catholics of the profound love of a mother and the strong bond of a mother and son. In *Mary’s Way of the Cross*, she shows the immense courage it took for her to be with Jesus. It also demonstrates that even though she was full of sorrow, she had the strength to be with her son as he suffered because she knew it had to be. Another trait Mother Mary teaches is compassion. No one wants to see their loved one suffer, but they can pray to Mother Mary to give them the strength to be with their loved one so they do not suffer alone.

No matter how many different images or names of Mother Mary from many places worldwide, there is only “1” Mother Mary for us all.

As our mother and guide, Mary, the favoured “1”, gave members the best advice to follow from Jesus’ first miracle—“Do whatever he tells you.”

When I reflect on Mother Mary, the source of members’ comfort, the song “Let It Be” by The Beatles comes to mind:

When I find myself in times of trouble

Mother Mary comes to me

Speaking words of wisdom

Let it be.

Be “1” with Our Lady to show compassion and hope for others.

“1 Sacred Heart that burns with eternal love for us.”

June is known as the month of the Sacred Heart of Jesus and his boundless and passionate love for all of humanity. The feast dates back to 1673, when Jesus appeared to “1” woman, a French nun, Sr. Margaret Mary Alacoque, who belonged to the Order of the Visitation of Holy Mary (Visitandines) in eastern France. In her visions, Jesus appeared with his heart visible outside his chest, on fire and surrounded by a crown of thorns while explaining his immense love for humanity. Ever since, the month of **June** has been devoted to the Sacred Heart of Jesus.

Pope Francis stressed, “The month of June is traditionally dedicated to the Sacred Heart of Jesus, the greatest human expression of divine love... the ultimate symbol of God’s mercy.” He invites the faithful to “discover the riches hidden in the Heart of Jesus” and to love their neighbour. Pope Francis added that Catholics should not be afraid to present “all of the intentions of our suffering humanity, its fears, its miseries” to the Sacred Heart of Jesus. This devotion unites minds, hearts and wills in “1” great act of oblation. It becomes a total gift of oneself to the “1” who has first offered himself completely to and for humanity.

In this broken and lost world, members need the sacred heart more than ever. St. John reminds us, “God is love, and those who abide in love abide in God, and God abides in them” (1 Jn 4:16). Jesus, the “1”, empties himself for others, desiring their eternal salvation, seeking out the lost and carrying the wandering sheep home. The Sacred Heart of Jesus is the image of his infinite love, which moves the faithful to love one another.

Members can be living examples of his sacred heart in simple ways through “1” act of kindness.

“1” note to a dear friend or family member

“1” telephone call to connect with someone

“1” visit to someone in a long-term care home who needs some human connection

“1” compliment a day or a week and watch how they light up!

“1” person or “1” new person to pray for.

Please encourage your diocesan counterparts to post their “1” act of kindness on their social media pages, celebrating and sharing the Sacred Heart of Jesus. Be sure to use #1SacredHeart!

Show the love of Jesus to League sisters and those in parishes and communities. Carry that love in your heart wherever you may go. O most Sacred Heart of Jesus, may our hearts beat with yours as “1.”

October: Thankful for the Ultimate '1'

In the month that Canadians celebrate Thanksgiving, let us reflect on the ultimate '1,' God, and thank him for all the many blessings he has given. '1' way of doing this is to not only count our blessings but make our blessings count. The League's way of showing gratitude to God is to pay it forward. Perhaps invite '1' member with no family to join you for Thanksgiving dinner or visit a shut-in member. Even '1' small act of caring can change a life around.

November: Remembering the '1' Who Planted the Seed

We all have that special person who taught us our faith or helped us grow in different ways. A parent, priest, teacher, mentor or saint whose life spoke to us. Perhaps it was a member who invited you to come to a meeting or asked you to join the League. They saw your potential, and their joy was seeing the seed they planted grow and flourish. Honour them by being that '1' person to plant a seed for someone else and continue to grow the kingdom of God.

December: '1' Priceless Gift

Jesus is the gift that keeps on giving. A gift that was born so long ago but continues to have an immense impact on the world—a humble gift that did not come with fancy wrapping paper or a bow but, when opened, gave an amazing love to last for all eternity. It is not a gift to be kept unwrapped or for oneself. We are meant to share that gift with others—to show all the love, hope, compassion and forgiveness they too can experience. One way to show that compassion is for members to give the gift of presence to '1' person. That '1' on '1' attention could be exactly what they need to boost their spirit. Another way is to help '1' member who is unable to pay her membership or give the gift of membership to that '1' person you think would benefit from belonging to the League.

Kindly forward these catchphrases and encourage them to be used. I would appreciate receiving any feedback on the use of the catchphrases or projects that have been created to promote membership.

January: Happy '1' New Member!

Why not start the New Year by inviting '1' new member to join you at a meeting?

We all make New Year's resolutions, so why not make this one of them? Please ask your diocesan counterparts to encourage members to reach out to a woman in their parish or community.

February: '1' Amazing Love

The love of God is beyond words. He sent his only son to die for us and it is that '1' love that empowers us. That love taught us to love and serve those around us as he loved and served us. It is members' ministry to proclaim and show that '1' love to their League sisters, parishes and communities.

March: The Courage of '1'

Members can look at two important feast days in March for inspiration—the Feast of St. Joseph (March 19th) and the Feast of St. Oscar Romero (March 24th). St. Joseph was '1' humble, yet courageous man who embodied the qualities of compassion, patience and faithfulness. St. Oscar Romero had the courage to speak out for the suffering, oppressed, poor and marginalized. He was '1' brave soul who advocated for social justice and human rights. His courage inspires members to advocate for social change and stand up for those oppressed who have no voice.

April: The '1' Reason for it all

The foundation of members' faith is rooted in Easter. The message and purpose of faith came to fruition the first Easter morning. Catholics celebrate and honour the resurrection of Jesus, which gives meaning to members' ministry and all they do. Members model their service to others after the Last Supper, where Jesus taught the apostles how to serve.

May: Be a Mentor to '1'

Dedicate May to honouring mothers—the first teachers of faith who guide members on their spiritual journey. These mothers may be biological mothers, godmothers, grandmothers, aunts or special women who have played a significant role in their lives. Honour them by following their example and passing on the gift of faith and guidance by mentoring '1' other person.

June: That we may all be '1'

As Pilgrims of Hope, members are called to fellowship with '1' another. "That they may all be one. As you, Father, are in me and I am in you..." (John 17.21). Let us foster relationships and unity in faith.