

National Vice-President

December 6, 2023



Communiqué #03

Catholic and Living It!

FOR: Provincial and Diocesan Presidents and Vice-Presidents (new structure) and Provincial and Diocesan Chairpersons of Organization (old structure)
THROUGH: Provincial and Diocesan Presidents and Secretaries
CC: National Executive (for information)
National Life Member Liaison
FROM: Betty Colaneri, National Vice-President

Sisters in the League,

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, provincial and diocesan presidents and vice-presidents will receive a message with a catchphrase to share with councils and use as a marketing tool. The message will also be posted on the national website and social media.

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”!

Respectfully submitted,

A handwritten signature in blue ink that reads "Betty Colaneri".

Betty Colaneri
National Vice-President