



# *Sharing is Caring*

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VIRTUAL INFORMATION SESSION





# **What We are About to Do**

**Talk About Marketing**

**Share Resources**

**Hear Your Questions**

**Inspire You to Share the Love!**



# About Clark

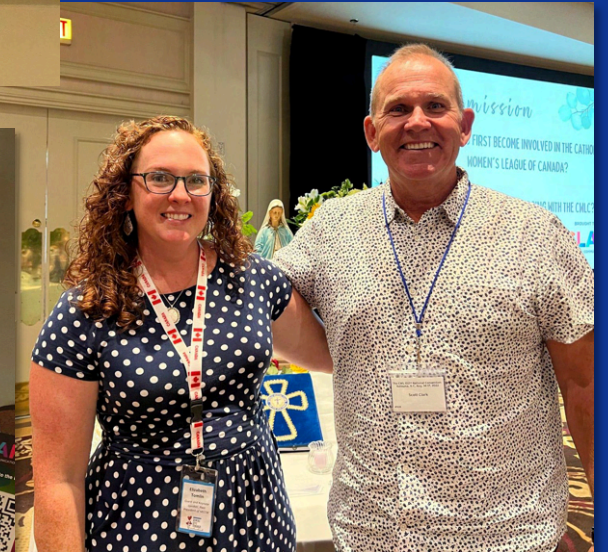
- CWL “Agency of Record”
- Based in North Bay, Ontario
- Marketing and Social Services clients across Canada
- 15 talented and motivated staff including many with 10+ years!





# You Inspired Us

- The CWL working group efforts educated and inspired us
- CWL achievements opened our eyes and changed perceptions
- The convention engaged us and helped us find ways to be more useful to you







# The Mission

**The Catholic Women's League of Canada calls its members to grow in faith, and to witness to the love of God through ministry and service.**



# The Marketing



*faith*

*service*

**SOCIAL  
JUSTICE**



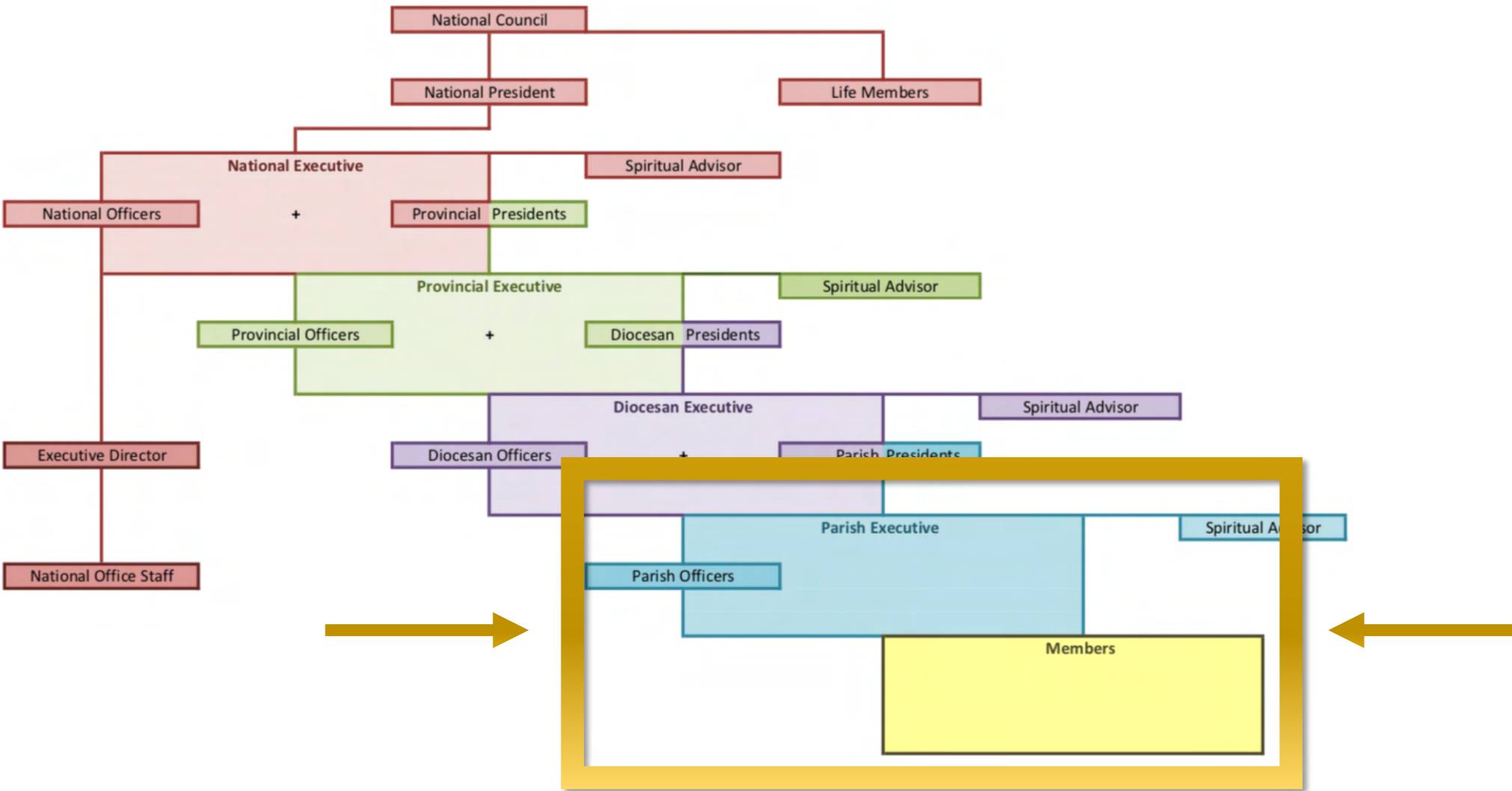
# The Marketing

1. Create content - Tell the stories
2. Communicate the vision - aspirational branding and imagery
3. Share the message - advertising campaigns
4. Create the tools to empower





# How You Can Help





How You Can Help

**You Have the Power!**



# How You Can Help

**92% of consumers believe suggestions from friends and family more than advertising.**

*nielsen.com*



## How You Can Help

**Beyond friends and family, 88% of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts.**

*brightlocal.com*



# How You Can Help

**People are 90% more likely  
to trust and buy from a brand  
recommended by a friend**

*[invespcro.com](https://www.invespcro.com)*



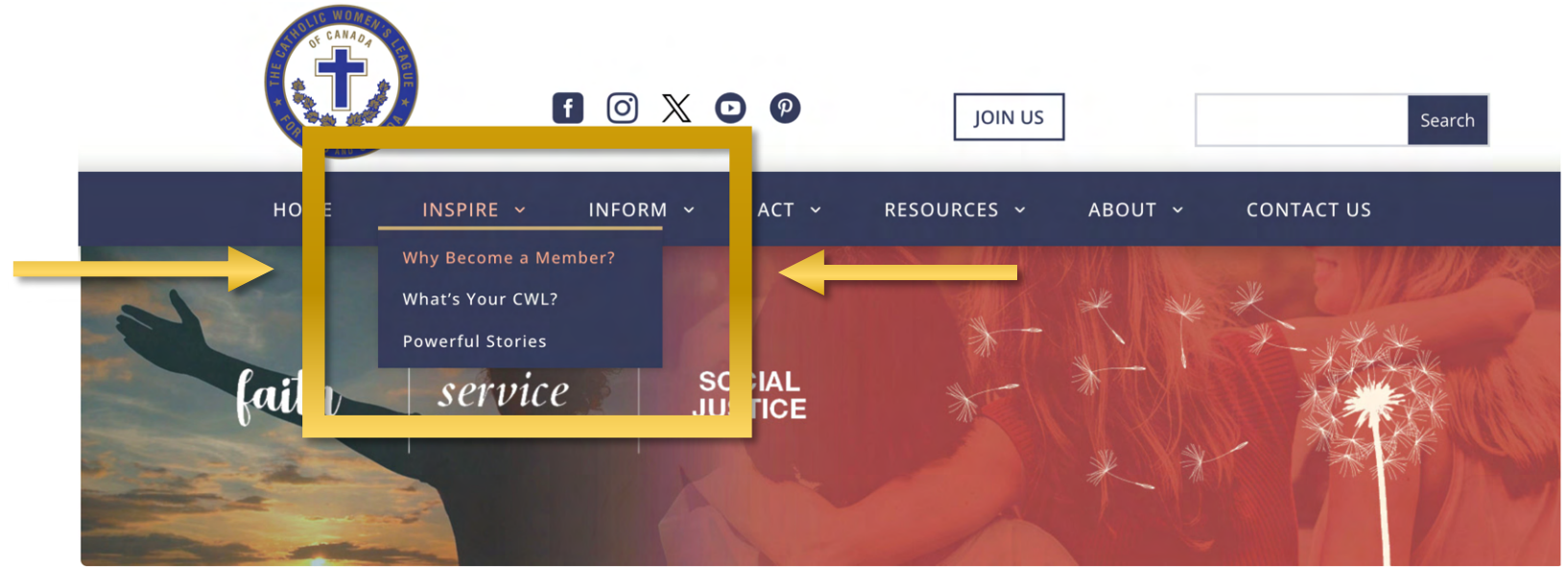
How You Can Help

**Let's Share the Tools!**

To Inspire

# Why Become a Member?

- Videos series
- Stories from real catholic women and members
- Reasons to join
- Watch, download and play for your parish, share on social



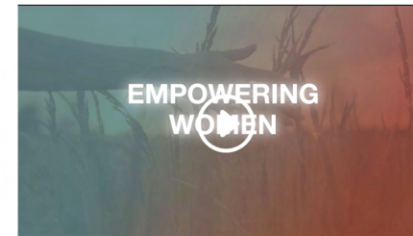
## Why Become a Member?

Members and non-members spoke about The Catholic Women's League of Canada. Their perspectives were inspiring and even surprising. Do you know someone who has questions about the League? Share this page with them—these stories might surprise them as well!



A National Sisterhood

DOWNLOAD



Empowering Women

DOWNLOAD



A Deeper Faith

DOWNLOAD



To Inspire

# Why Become a Member?

- Videos series
- Perspectives from a variety of women
- Insightful and relatable
- Watch, download and play for your parish, share on social



To Inspire

# What's Your CWL? Videos

- Selfie videos
- Hashtag!!
- Powerful and credible
- Watch, download and play for your parish, share on social

## What's Your CWL?

The Catholic Women's League of Canada is many things to many people. Whether it's faith, service, social justice or sisterhood, thousands of women have found fulfillment by becoming members.

Watch the videos below to see what members are saying. Do they inspire you to share your League story? If so, post your video on social media and comment with the hashtag #WhatsYourCWL.

These stories may inspire you to join, [click here](#) to get started!



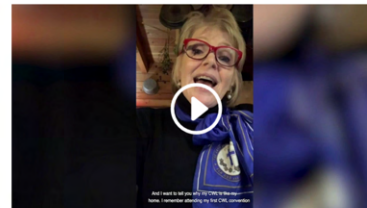
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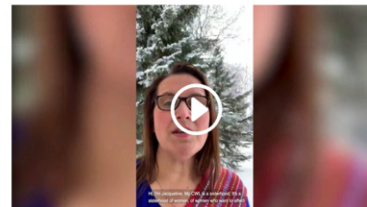
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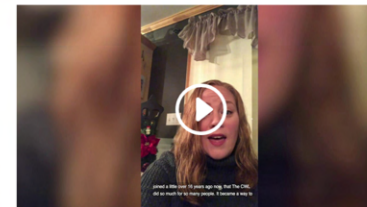
DOWNLOAD



DOWNLOAD



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DOWNLOAD



DOWNLOAD



To Inspire

# What's Your CWL? Poster

- From digital to bricks and mortar
- Download and print
- Hang it somewhere prominent!



## Share the Message with Your Parish – Print this Poster!

Share the Message with Your Parish – Print this Poster! Tell your League sisters how they can participate! Print this poster and post it on the parish bulletin board. Many members have inspirational stories to share—help bring these stories together by using the hashtag #WhatsYourCWL.

DOWNLOAD



To Inspire

# What's Your CWL? Poster

- Download and print
- Hang it somewhere prominent!



Post a selfie video or comment telling us why you joined The League, and why being a part of our sisterhood is fulfilling to you!

Whether it was for faith, service, social justice or sisterhood, connect with us on social media and post using the hashtag **#WhatsYourCWL**

 @CWLNational  @CWLNational



*faith* | *service* | SOCIAL JUSTICE

Not on social media? Visit us at [cwl.ca](http://cwl.ca) and click "To Inspire".



To Inspire

# Powerful Stories

- Video series
- History and advocacy
- Sharing opportunity

## Powerful Stories from the First 100 Years

From grassroots fundraising and community initiatives to the diverse range of impactful resolutions brought forward to government, the League's first 100 years contain so many powerful stories that this collection only scratches the surface—but you can help. Share these stories with someone who may not know them, and tell them your own stories!



Who is she and what are her stories?

DOWNLOAD



Faith & Service in Action.

DOWNLOAD



Every member of the League has the ability to bring forward a resolution.

DOWNLOAD



Living your faith can mean many things.

DOWNLOAD



Family values matter.

DOWNLOAD

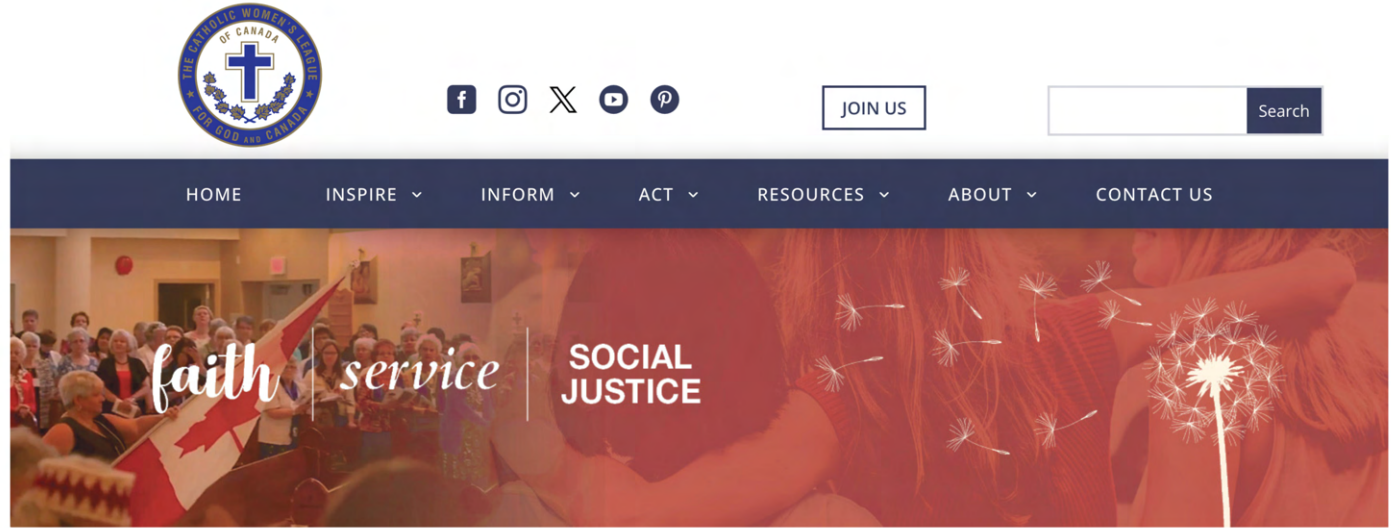


The world is changing and so are the challenges people face.

DOWNLOAD

# National Map Resources

- Graphic illustration
- Print and hang posters
- Download and post social graphic
- Print postcards and send



## Marketing Resources

### Spread the Word(s)!

The League means many things to many people. It's what ties members together from coast to coast. Post this map on social media and share what you find most fulfilling about being a member or tag a friend who you think would want to join. Download and print a poster or postcard to inspire others!



Poster 17 x 11"

DOWNLOAD



Poster 11 x 8.5"

DOWNLOAD



Social Posts

DOWNLOAD



Postcard

DOWNLOAD



# National Map

- Graphic illustration
- Print and hang posters
- Download and post social graphic
- Print postcards and send





# Share the Words PDF

- Download the .pdf
- Use in a variety of ways
- Get creative!

## Share the Words!

The 52 words listed in this resource can be used as themes for meetings, listed as weekly 'did you know' items for parish bulletins, and included in council newsletters. They can also be used for posts on social media by using the hashtag #WhatsYourCWL. The ideas are limitless. Encourage your council to check out this resource. It is a very useful tool to assist members in using the words to share the many benefits of belonging to the League.



[DOWNLOAD PDF](#)



## Share the Words



faith | service | SOCIAL JUSTICE

# 52 Reasons to Talk About the CWL!

The Catholic Women's League of Canada means many things to people. Our core values of faith, service and social justice guide us as we follow Catholic teaching, provide service locally, nationally and internationally, and work to advocate for social justice.

We have taken the following 52 words from our National Sisterhood Map and described them to give you 'talking points' to share. They make great weekly posts in print and online and are ripe for some creative ideas of your own!

- Share the words with your members - at meetings, events or in conversation
- Print out and post one word and its description on your parish bulletin every week
- Include them in your newsletters as a regular feature
- Post them on social media and add a hashtag, e.g. #WhatsYourCWL
- Use them in your 'elevator pitch' as you share the benefits of our sisterhood with others

Whatever you decide - sharing the words will definitely start the conversation!

### ACCEPTANCE

- 1 The gifts we have are made valuable only by sharing them with others. Your gifts are gratefully accepted by the Catholic Women's League where members willingly share the good things God has given them. We can't wait to meet you!

### ACTION

- 2 As a Catholic Women's League member, you are part of an organization of women who act through prayer, faith development, ministry, service, education and advocacy on social justice issues. Choose your action. Join us today.

### ADVOCACY

- 3 Catholic Women's League members educate themselves on how to make their voices heard by government and work together to address social justice issues. Join us. Be an advocate and let your voice be heard!

### BELONGING

- 4 Do you want to grow your faith, serve your community, act on social justice issues and be supported by a sisterhood that embraces these core values? If so...WELCOME to the Catholic Women's League...you belong with us.

Share the Words 1

### CHANGE

Why do you want to transform your spiritual life, serve others and act on social justice issues? This is possible when you join the Catholic Women's League. It has all these values at the heart of its mission.

### CHARITY

Catholic Women's League councils provide an opportunity for others to contribute monetary and volunteer activities that create awareness and community building. Be part of this movement that gives to others.

### COMPASSION

How do you recognize the human dignity in all people? Do you feel motivated to do something to support the disadvantaged in society? Catholic Women's League members embark on many projects that directly impact the disadvantaged in society. How can you help? Become a member and be part of the solution.

### CONFIDENCE

The Catholic Women's League relies on the teachings of the Catholic church to guide it. As a member, you can be confident that what you do will further God's kingdom here on earth. Be part of the mission. Come walk with us!

### CONNECTION

How connected are you? Catholic Women's League council is parish-based yet connected to Canada's largest sisterhood organization. How connected are you? You will meet women from your region, province and country by becoming involved in your parish Catholic Women's League council. Your place is among us!

### COURAGE

Have the courage of Catholic Women's League members. In the 1920s, Winnifred Mackenzie was inspired by horseback to start more than 30 councils. Today we continue to carry the legacy of faith, service and social justice to women across Canada and internationally. Pack your bags! Your place is among us.

Share the Words 2



# Share the Words

- Download the .pdf
- Use in a variety of ways
- Get creative!
- Make it a re-occurring effort
- Include a “call to action”
- Pro-tip: try Canva!

## *FAITH*

Catholic Women’s League members know faith is important to women. Members are called to grow in faith, and to witness to the love of God through ministry and service. We are Catholic and Living it! Come grow with us!

Talk to your CWL Parish Council Leader to learn more about becoming a CWL member!

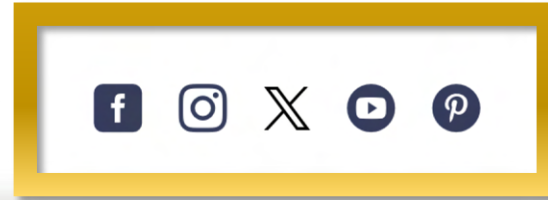
Susan Jacobs  
CWL Parish Council Leader  
123-456-7890



## Social Media

# Using Resources on Social Media

- Links on [cwl.ca](http://cwl.ca)
- Participate on the platform of your choice
- Learn about social media with the How-To Video
- Find lots of videos to share on YouTube!



JOIN US

HOME

INSPIRE ▾

INFORM ▾

ACT ▾

RESOURCES ▾

ABOUT ▾

## Meet the New National Executive

Click below to learn more about the new members to the Catholic Women's League National Executive:

LEARN MORE



## Social Media

# YouTube

- Many type of videos
- Organizational and marketing topics
- Share and embed, copy and paste
- Subscribe

The screenshot shows the YouTube channel page for 'The Catholic Women's League of Canada'. The channel name is prominently displayed at the top, along with the handle '@cwlnational', 264 subscribers, and 56 videos. A 'Subscribe' button is visible in the top right corner. Below the channel name, there is a brief description: 'The Catholic Women's League of Canada calls its members to grow in faith...' and a link to 'cwl.ca and 3 more links'. The navigation menu includes 'HOME', 'VIDEOS', 'SHORTS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'. The 'VIDEOS' tab is selected, showing a grid of video thumbnails. The thumbnails include titles such as 'How-To Series: Online Safety Tips for members of The Catholic Women's League of Canada', 'How-To Series: Social Media', 'How-To Series: National Website Tutorial', '2023 New Year's Video Message from National President Fran Lucas', 'The Art of Accompaniment', 'The League of the Future', 'Dignity Conserving Care: practical ways to accompany one another in faith, hope and...', 'You Have a Superpower', 'A National Sisterhood', 'Empowering Women', and 'A Deeper Faith'. Each video thumbnail includes a view count and the time it was posted. The left sidebar contains navigation options like 'Home', 'Shorts', 'Subscriptions', 'Library', and 'History', along with a 'Sign in' button and an 'Explore' section with categories like 'Trending', 'Music', 'Movies & TV', 'Live', 'Gaming', 'News', 'Sports', 'Learning', 'Fashion & Beauty', and 'Browse channels'. At the bottom of the sidebar, there is a 'More from YouTube' section with links to 'YouTube Premium', 'YouTube Music', and 'YouTube Kids', and a 'Settings' and 'Report history' section.



# How-To Videos

- A variety of topics
- Share with those who can benefit



## How-To Series: Social Media

Sep 22, 2023 | In the News, Media, Videos

<https://youtu.be/avbq8TguWfs> A helpful video on...

[READ MORE](#)



## How-To Series: National Website Tutorial

Sep 20, 2023 | In the News, Media, News Releases, Uncategorized Videos

<https://youtu.be/AJBD7U-nD1...>

[READ MORE](#)



## How-To Series: Online Safety Tips

Sep 26, 2023 | In the News, Media, News Releases, Videos

[https://youtu.be/Lz\\_kwSaiqdg](https://youtu.be/Lz_kwSaiqdg)

[READ MORE](#)

# “Landing Pages vs. Websites”

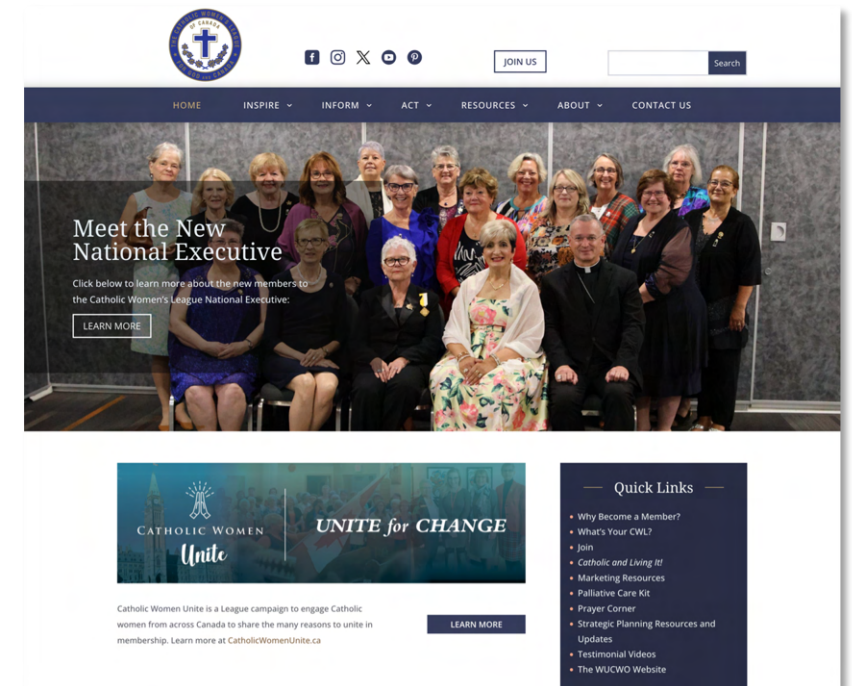


## Landing Page

- Condensed navigation, narrow focus
- More for non-members
- Engagement & participation
- Subscribe

## Website

- Broad focus
- More content and navigation
- Member-oriented
- Repository and archive





Landing Page

# Catholic Women Unite

- New and engaging content
- A place for non-members to learn about The League
- Participate and subscribe
- Currently featuring t-shirts



– T-Shirts on Sale Now! [Click Here to Visit the Store](#) –

## *WEAR a MESSAGE of UNITY!*

Now available, for a limited time only. Spread the message of unity with a Catholic Women Unite graphic T-Shirt. Available to everyone, members and non-members alike!

Order today! Sales close November 15th!

[Shop T-Shirts](#)



Landing Page

# Catholic Women Unite

- Interactivity
- Awareness and education
- Share the page with your network and suggest ways to engage

**FIND PURPOSE and FULFILLMENT with THE CWL**

The Catholic Women's League of Canada has a core purpose: Uniting Catholic women to grow in faith, and to promote social justice through service to the church, Canada and the world.

faith | service | SOCIAL JUSTICE

As a Catholic woman, what motivates you the most?

- SOCIAL JUSTICE - Using Your Voice for Good
- FAITH - Following Catholic Teaching in Your Daily Life
- SERVICE - Locally, Nationally and Internationally

Vote

Learn About Membership

Becoming a member is easy and can fill your life with purpose. Contact us to learn more!

Contact Us

**WE NEED YOUR VOICE NOW MORE than EVER**

Because we have thousands of members across Canada, the government listens to The CWL. But we can't do it without you! Simply by becoming a member you help us speak louder than any of us could on our own.

*Advocating on Issues that Matter to Catholic Women*

- 70,000+ MEMBERS HEALTH ADVOCATES
- RECOGNIZING AN EXISTENTIAL RISK
- SPEAKING FOR FAITH AND FAMILY VALUES

Download our **FREE** info kit to learn more about our rich history of advocacy.

Download Kit



Landing Page

# Catholic Women Unite

- Social media assets
- Link to the posts on CWL accounts and share the posts to your network



## *UNITE in LOVE*

Do you know someone who deserves recognition, a high five or a digital hug? Click the social posts below and tag someone you care about to send a message of faith and love.



See More





How You Can Help

**Make an Elevator Pitch**



## How You Can Help

# Make an Elevator Pitch

- Something for everyone
- Set your own level of commitment
- Purpose and fulfillment
- Mentorship and sisterhood
- Like-minded women
- Now more than ever
- Make it personal - stories and examples





*Sharing is Caring*

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VIRTUAL INFORMATION SESSION

**Thank you for your time.**