

# **BACK TO THE BASICS**

## **How to Grow Your Membership**

**Email** – Create a personalized CWL email

**For Example:**

**[cwlpresidentsylvanlake@gmail.com](mailto:cwlpresidentsylvanlake@gmail.com)**

**Or**

**[cwltreasurersylvanlake@gmail.com](mailto:cwltreasurersylvanlake@gmail.com)**



Suggestion – create an email that has a clear name showing where it is coming from

Who? CWL President

Which Council? Sylvan Lake

Suggestion – create the email using Gmail. Gmail is a free secure email service. Less likely of getting hacked when using Gmail due to their strong security.

For more information on Gmail security and to set up an account go to:  
[https://workspace.google.com/intl/en\\_ca/gmail/](https://workspace.google.com/intl/en_ca/gmail/)

## Mail

Have the CWL mail go to the parish.

- Easy for new and old members to contact your parishes CWL

For the sender information, use "CWL President" or "CWL Treasurer".

- Contact information stays the same year over year.



**E-transfers** – Set up your bank accounts to accept E-transfers. It is FREE.

## Filing System

Locking 4 drawer filing cabinet

### Example of Items to File:

- Treasurer Files
- Stamps, Cards, Pins
- Minutes, Policy and Procedures
- Notes and Useful Information That Can be Used Year Over Year
- Nickels for the North (Jar with change)
- Meeting Supplies – Gavel



## Membership Drive

- Pick a month
- Set up a display
  - Pamphlets, brochures, membership info sheets and pens
  - Volunteer at the table taking memberships
- Have door greeters
  - Asking every women 16 or older if they would like renew or join



## Membership Info Sheet

- Member Info
- FOIP Permission
- Volunteer Questions
- Payment Info

Pin  
 New Member Email  
 Entered Online

OUR LADY OF ASSUMPTION CWL  
 MEMBER INFORMATION

If you are new to the CWL or need to update your member information, please fill out the following form accordingly:

Date Completed:	
Year Joined:	
Full Name:	
Address:	
City/Town:	
Postal Code:	
Cell/Phone:	
Email:	
Birth Month:	

*Do we have permission to share your contact information with the membership? Sometimes we will call one another to stay in touch or relay information on certain events or topics.*

YES NO Comments: \_\_\_\_\_

Helping others and giving back to the community is one (of many) thing(s) that the CWL is known for. From time to time, we may reach out to our members for help and or support.

Would you be interested in partaking in the following:

Be on a Phone List?	
Serve at funerals? (make coffee, serve sandwiches ect.)	
Bake for a Fundraiser?	
Let Your Name Stand for Office?	

Have you ever been a CWL member in previous years? If so, what year? \_\_\_\_\_

MEMBERSHIP COST \$40.00 PAID CASH  PAID CHQ  CREDIT CARD  E-TRANSFER

Credit Card Number \_\_\_\_\_ Expiry \_\_\_\_\_ CVV (back of card) \_\_\_\_\_

Signature: \_\_\_\_\_

Payment Taken By: \_\_\_\_\_

If you wish to send your membership payment by mail, please mail to the following address:  
 Our Lady of the Assumption CWL 5033 - 47A Avenue Sylvan Lake, AB T4S 1G8  
 E-Transfer to: cwltreasury@vanlake@gmail.com

## Video

After Mass, show one of the short National CWL videos that can be found on the National website.

[www.cwl.ca](http://www.cwl.ca)

- Go to the “Inspire” tab at the top of the homepage
- On the drop down tab click “Why Become a Member?”
- Choose from 6 different short videos to present to the congregation

After showing the prepared short video (recommend showing a different one every week) then proceed with your speech to the congregation.

## Speech

Here is an effective speech that has been used year over year from another council.

- 2020 - 14 New Members
- 2024 – 11 New Members
- 2025 – 13 New Members



Make sure to invite your youngest members to present with you to encourage more younger members to join. If they are comfortable with public speaking have them take turns reading the speeches each weekend.

Good morning,

I have a couple of our executive members here with me today. Viviana who is our new Vice President and Savanna who is our new Social Justice Chair.

My name is Lara and I am a member of our parish Catholic Woman's League. I live in Sylvan Lake with my husband Matt and our dog Misty. My husband works in the oil field, and I have my own home-based business.

I decided to join the CWL 7 years ago to learn more about the organization, make new friends and take part in spiritual fellowship.

Since then, I have learned so much other than partaking in bake sales and luncheons.

Did you know....

- The CWL helped to bring in family allowance?
- Helped to legislate labelling on prepackaged foods?
- Helped bring awareness to fetal alcohol syndrome?

This is just a small sample of many areas the CWL have directly or indirectly influenced our country over the last 104 years.

Is there a world issue or legislation that you would like to change? Perhaps there is a spiritual lesson you would like to share? Is Catholic education important to you and you want to keep it in Alberta? Why not join one of our committees and help be the change.

We need more CWL members. Too busy? Too tired?? That is OK! Just by being a member, you're adding your name to the petitions that we send to the government to create change on the national level. That alone makes a huge difference. You don't have to attend events or meetings or volunteer your time. You can be as young as 16 or as old as the Greatest Generation. You can also be non-Catholic and join as an associate member. If you are interested in attending one or more of our meetings, we only have one fun and fellowship meeting on the 2nd Wednesday of every month. Come get to know your fellow parishioners, have fun, be a change maker and learn new things. Or make a difference by just adding your name to create change. Some fun events that will be taking place throughout the 2025 year are a cooking class, pottery painting, wine and cheese tasting and more.

Some of the many non for profits that we support are the Central Alberta Women's Shelter, Euthanasia Prevention Coalition and the Central Alberta Pregnancy Care Centre.

If you have any questions or would like to join, we will be in the narthex after mass. The cost is only \$40!!!

Hope to see you there!!!

## Group Discussion:

**What are some ways your council encourages new members to join?**

**Does your council have a membership drive?**

**If so, what does your council do?**



**Did you know....**

**3% of CWL members are between the ages of 35 – 44**

**1% of CWL members are between the ages of 25-34**

**-1% of CWL members are between the ages of 16-25!!!!!!!**



**How to get younger members to join.....**

- Go to the local Catholic High School or Catholic Youth Group and present to the youth.
- Every time you present year over year you are planting a little CWL seed. Hopefully once they turn 16 they might want to join or they will have the knowledge on who the CWL is and what we stand for.



- Every year that you present to the youth, have a draw box for all the youth who are 16 years or older and give away one free membership.

- **Scholarship for one female high school student**
- **Have an Instagram and Facebook account. (Many youth are not on Facebook)**
- **Make the monthly gatherings FUN!!**
- **Don't forget to gift a membership to RCIA members**








**Group Discussion:**

**How does our council engage with youth in your parish?**






**What are some ways your council can engage with the youth and educate them on who and what the CWL is about?**



## Fun and Fellowship Schedule

2025 CWL FUN and Fellowship Schedule		
Month	Date and Time	Event
<b>January</b>		
Notes of Encouragement You are never too old to try something new! Be brave enough to suck at something new!	2 <sup>nd</sup> Wednesday of the Month 6:00 PM – RSVP needed!! 7:30 PM	Axe Throwing! Dress in your favorite plaid/flannel wear.  CWL Gathering (all welcome)
<b>February</b>		
	2 <sup>nd</sup> Wednesday of the Month 6:00 PM – Note Time Change! 7:00 PM	Cooking Class!  CWL Gathering (all welcome)
<b>March</b>		
	2 <sup>nd</sup> Wednesday of the Month 6:00 PM – RSVP needed!! 7:30 PM	Pottery Painting at Next of Kin  CWL Gathering (all welcome)
<b>April</b>		
	2 <sup>nd</sup> Wednesday of the Month 7:00 PM 7:30 PM	Baby Shower for the Pregnancy Care Centre Bring a wrapped gift to donate (we will be opening them to show everyone at the shower) and your favorite snack to share. There will be baby shower games and prizes! Just like an actual baby shower!  CWL Gathering (all welcome)
<b>May</b>		
	2 <sup>nd</sup> Wednesday of the Month 7:00 PM 7:30 PM	Kindness Rock Project - Rock Painting! – Bring your own rocks to paint. Paint and brushes will be supplied!  CWL Gathering (all welcome)

Follow Us on Facebook! [Sylvan Lake Catholic Women's League](#)  
Itinerary subject to change, please check your emails for the latest up to date information.

2025 CWL FUN and Fellowship Schedule		
<b>June</b>		
	Saturday – Watch for more info! Wear your favorite fascinator or hat! Bring your own teacup and dessert to share...don't forget the recipe! 	Thank You Tea Summer Wrap Up Dessert Potluck/Recipe Swap
<b>July</b>		
SUMMER BREAK		
<b>August</b>		
SUMMER BREAK		
<b>September</b>		
	2 <sup>nd</sup> Wednesday of the Month 7:00 PM 7:30 PM	Candle Making!  CWL Gathering (all welcome)
<b>October</b>		
	2 <sup>nd</sup> Wednesday of the Month 7:00 PM 7:30 PM	BLIND WINE TASTING! Bring some cheese to share! (Fruit and Crackers will also be provided)  CWL Gathering (all welcome)
<b>November</b>		
	2 <sup>nd</sup> Wednesday of the Month 7:00 PM 6:00 PM – Note Time Change!	Movie Night! Bring your own bowl for popcorn!  CWL Gathering (all welcome)
<b>December</b>		
	2 <sup>nd</sup> Wednesday of the Month 6:00 PM	CHRISTMAS PARTY Join us for food, games, prizes and fun! If you would like to partake in the gift exchange, please bring a new \$20.00 wrapped gift. 

Follow Us on Facebook! [Sylvan Lake Catholic Women's League](#)  
Itinerary subject to change, please check your emails for the latest up to date information.

## Welcome Kits

Once you have a new member join. Be sure to give them a welcome kit explaining important news and information about your council.

An example would be as follows:

Send a detailed email with the following attachments....

- Constitution and Bylaws
- Parliamentary Procedures
- Executive Contact List
- Fun and Fellowship Schedule





## Welcome Kit Email

- Attachments
- Info on the CWL
- Web links to:
  - National
  - Provincial
  - Diocesan
  - Parish
- Info on the next meeting

Welcome to the Our Lady of Assumption CWL Jane!

We are so very happy to have you as one of our new members. Attached you will find our membership package. Included in the package are as follows:

1. Fun and Fellowship Schedule for 2025 (subject to change – please see emails for updates)
2. Constitution and Bylaws - for your information
3. Parliamentary Procedures - for your information
4. Executive Contact List

What is the CWL?

- The CWL is the voice of Catholic women expressing their values and promoting dignity and justice for all.
- The CWL is a gift of faith, friendship and support, offering leadership development and affirmation.
- The CWL gives members the opportunity to serve God and Canada. Through standing committees, members can feel the pulse of what is happening in church and society.
- The CWL invites all women to share their gifts and make a difference.

<https://assumption-sylvanlake.caedm.ca/cwl/>

Please see below for information on the different levels of CWL.

National Level - <https://www.cwl.ca/>

Provincial Level - <https://www.cwlabmk.ca/>

Diocesan Level - <http://www.edmontoncwl.org/>

We have one meeting on the 2nd Wednesday of the month. First, we have the activity, followed by fellowship and then a meeting. Our meetings are very to the point and don't drag on and I keep them on time. If you do not want to attend the meeting but want to come for the fun and fellowship feel free :)

Feel free to follow us on Facebook under Sylvan Lake Catholic Women's League. It is set up as private. Feel free to add yourself and we will confirm you in the group.

We send emails on what is happening within the CWL, events and various other information. Feel free to check out those emails when you have time.

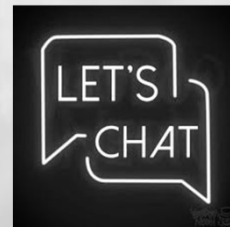
Our next gathering/event is November 13 at 6 PM. We will be having a cooking class. Our gathering will be after the dinner around 7 PM.

Feel free to contact me or anyone on our executive if you have any questions.

Just by adding your name as a member you are making a difference and helping create change.

## Group Discussion:

**What does your council do for welcome kits?**



## Having trouble finding volunteers for Social Justice and Service??

At your next gathering, try to have each member at the gathering take on a social justice topic and service role.

List/Write each month down on a large sheet of paper and ask the membership what they would like to learn in regards to social justice and what service they would like to do to help in the community. Then have a member lead that particular month.

This way you are still covering the social justice and service commitments, educating the membership and helping the community.

## Social Justice and Service

### Sylvan Lake OLOA CWL - Social Justice and Helping Those In Need 2024

Since we have a hard time finding members to take on a convensorship, we brainstormed at our November meeting social justice and service topics. I then asked members at the meeting which service topic they would be interested in taking on that month. I did not have much luck with Social Justice so I just spend a few minutes researching the topic and have discussion at our meeting.

#### Social Justice Topics 2024

January – Human Trafficking  
 February – Discrimination  
 March – Ageism  
 April – Domestic Violence  
 May – Opioid Crisis  
 September – PTSD  
 October – Child Labor  
 November – Catholic Education

#### Service - Helping Those in Need 2024

**January – Seminarians** – We are collecting \$10 gift cards for each of the seminarians. Once we get all of the gift cards we will mail them individually to each seminarian.

**February – Women's Shelter** – We are collecting toiletries for the Women's Shelter – We include the parish

**March – Food for School Lunch Program** – We are collecting food for Catholic school lunches for children who do not get lunches from home

**April – Baby Shower** – We have an actual shower before our meeting with shower games and blue and pink treats, we also have a speaker come and tell us about the pregnancy care centre

**May – Ronald McDonald House** – We will be cooking a meal for all of the parents staying at the Ronald McDonald House

**September – Mustard Seed** – Volunteering at the homeless shelter

**October – Socks and Mittens Drive** – Socks and Mittens Drive for the Homeless – We include the parish

**November – Chalice** – we collect money throughout the month and at the end we buy items from the catalogue – We include the parish

**December – Christmas Bureau** – We sponsor a family at Christmas time purchasing all of the toys for the children.

**Group Discussion:**

**How does your council fill empty positions such as Social Justice and Service?**

**What does your council do in regards to Social Justice and Service?**

