



The Catholic Women's League of Canada London Diocesan Council

To: All Parish Presidents, Chairpersons
CC: London Diocesan Council, OPC Secretary
From: Nelly Kelders, Diocesan Secretary
Date: September, 2024

Directive #5

Happy Fall 2024 Ladies.

I am sure that most of you, like my own parish council are gearing up for your fall bazaars, Christmas markets, teas and bake sales. It seems that once we turn that calendar to September, we find ourselves working toward Christmas!

As you are preparing your marketing materials, I would like you to take some time to consider the following when producing flyers, church bulletin announcements and information for social media:

- Are you Mary and Martha CWL Council or are you The Catholic Women's League of Canada, Mary and Martha Council? Remember not everyone knows what that acronym stands for and sometimes we take for granted that people do. So, in any correspondence or ads consider the following: The Catholic Women's League of Canada (CWL) Mary and Martha Council invites you to ... You can use the acronym in the rest of the document as it was defined at the beginning.
- Are you using the CWL logo in all your advertising so people can instantly recognize that the message comes from your organization?
- Do you include our motto. *Here I am Lord, send me!*?

When you are setting up for your event:

- Make sure your council's banner is visible to the community;
- Have a table with information about The Catholic Women's League of Canada: who we are, what we do and how one can become a member;
- Are your members wearing their CWL pin or CWL apron to promote the League to visitors;
- Do your greeters use greetings to customers such as, "Welcome to Mary and Martha's Catholic Women's League sale"?

If invitations are being sent out to individuals, be sure to use proper letterhead with the logo and motto of our League. Use the same format as you see at the top of this page. Put your council's name, and address below *The Catholic Women's League of Canada*.

I am looking forward to seeing you at our Regional Day workshops later this month and in October. Thank you for all the work you do to promote *The Catholic Women's League of Canada*. You are an important member of our team!

May Our Lady of Good Counsel, guide us in all we do. *Nelly*