

63 Ways to Increase your CWL Membership

1. If women are shown a real cause around which they can rally, membership will increase. For example: The more members our Catholic Women's League can show the government, the more power it has.
2. Visit seniors in your community. They have wisdom and time to offer and can help in a variety of ways. It's never too late to join. Perhaps a meeting in the afternoon might entice them.
3. Sponsor a CWL open house where each member brings a guest or guests. Have a table for membership and albums of past events, etc. Use your imagination and be creative. Have kits for those who are interested in joining. Give prizes. Make guest feel very welcome. Give a gift certificate to the first one who joins.
4. Display membership posters in appropriate places in your parish.
5. Send personal invitations to join the Catholic Women's League throughout the year. Don't stop because your major membership enrollment time is over! It's an ongoing thing!
6. Request a space in the Sunday bulletin or on a bulletin board, and then keep it up to date. The monthly newsletter to members could be included with the bulletin so women of the parish can witness the work of the League. Ask your Parish priest for permission.
7. Hold a contest for new members to see who can answer the most basic questions about CWL. For example: Who is the patroness of the League? Can a parish priest be part of CWL? How old does one have to be to join CWL?etc
8. Have a membership minute on the agenda of every Executive and General Meeting.
 - a. All year keep the message before members!
9. See that your council has a budget with copies available to all members to see how their \$ are spent to benefit them.
10. Make sure money has been allotted within the budget for the promotion of membership.
11. In January, have a membership "kick-off" event. Make it festive and fun! Invite parents and their children. Draw for a free CWL membership.
12. Don't forget to contact new families as they move into your parish and community and welcome them with a personal call and invitation to join CWL.
13. If there is a Welcome Wagon in your town, ask your representative to distribute CWL materials to Catholic families.
14. When writing in a newsletter or the diocesan paper about your parish council always add the name of a person to contact where membership can be obtained.
15. Give special considerations to non-English speaking women. Make translated materials available and be conscious of different customs. How about native women?
16. Provide different coloured nametags to denote your committee at meetings.
17. Meet early with your committee to set a membership goal. Make it realistic and don't give up until you pass your goal!
18. Mail an invitational letter to a prospective member and send a self-addressed envelope to make a reply more convenient.
19. Challenge each council member to recruit at least one new member. Give a free membership to the member who brings in the most new members.
20. Use every talent available to promote membership. Ask an artist for posters, sketches and logos, a teacher or journalist to help with letters and articles, etc.
21. Hold a monthly luncheon for women (members or non-members). Have something on hand to give to them. However the primary function of the luncheon is to have fun and socialize.
22. Keep new members involved. Mail a letter to new members (following major enrollment) addressed to them by name. Welcome them to your council.

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23. Give away a token with each new membership. It could be a sticker, button pen, or pencil inscribed with your CWL logo.
24. For all events put on by CWL, place a membership table at every entrance. Place tables strategically so people must pass by to enter.
25. Provide baby-sitting free or at reduced rates at meetings. Make sure you have responsible sitters and liability insurance in case of accidents.
26. Provide a quiet homework room for children of members during meetings.
27. Have a telephone or e-mail committee to remind members of meetings and other functions. This is a great volunteer activity for senior citizens.
28. Consider a special "members only" event-perhaps a dinner at a restaurant, a pot-luck dinner, or a dessert night, etc. Make new members feel especially welcome.
29. Feature the birthdays of members in each newsletter. For example: If your newsletter goes out monthly put all the September birthdays of members celebrating birthdays in it.
30. Recognize new members by name. Introduce them at meetings.
31. Make sure that members who have donated time and effort are thanked in your newsletter and at meetings.
32. Check last year's membership list against this year's. Call or send a reminder note to members who have not renewed their membership. Maybe they've been too busy, overlooked your request, or have a problem that needs to be heard.
33. Develop a program that fosters inclusion. Consider forming a single parent group or senior group to bring together people with special circumstances.
34. Develop a young girls' group such as the one started in St. James, Vernon. Challenge yourselves in this regard. These are our future members.
35. Proudly wear your Catholic Women's League pin. Use it as a recruiting tool.
36. Show your goal for membership and track your membership success for all to see. Use a giant thermometer in the hall for all to see or happy faces on a poster, or whatever suits your purpose. Make it visible, don't give up, and celebrate when you reach your goal. Get creative when it comes to membership; get energized; just get out there and do it!
37. Prepare sheets with the reasons why people join the Catholic Women's League. Use them when telling people about CWL. Put one in your membership kit.
38. Use familiar street signs as attention getters. *Example:* Yield-CWL membership yields results. Draw a yield sign. Stop-consider the benefits of CWL. Draw a stop sign. One-Way: There's only one way to lobby government in a chartered women's Catholic Organization. Draw a one-way sign. Do not pass: this opportunity to be a member of an organization as strong as the Catholic Women's League of Canada.
39. Determine exactly what you're "selling" and who you are selling to. You may need to use different approaches for different people.
40. Use big, bold graphics to attract attention. A big checkmark might highlight the line. "Check the things CWL is doing for you in the coming year!" Use smaller checks to make each point.
41. Use a chess board graphic with the headline: "To win in today's world you have to make all the right moves." Then tell how CWL can help spiritually and socially.
42. Get straight A's from CWL... Action, Activities, Answers, Acquaintances, Advice, Accomplishments!
43. Use an enclosure to attract attention. If you're sending an envelope, enclose a piece of string to tie on a finger as a reminder to join CWL.
44. If you're conducting a survey or want opinions from members you can put this line at the top: A penny for your thoughts and paste a penny along with it.

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45. Feature one member in each newsletter. Name it "Today's Star". Interview this person beforehand and profile her in the newsletter.
46. Try this headline in your next recruiting letter. "More than one hundred thousand women can't be wrong!" Go on to tell that the Catholic Women's League of Canada is one of a kind with specific goals for God and Country.
47. Outline pieces of a puzzle with a headline such as: "The Catholic Women's League helps the pieces fit together." You can follow with: "Does your spiritual life need revitalizing?" or "Do you miss socializing?" We can help put the pieces together.
48. For those who say they don't have time, ask them to sign a "CALL ME ONCE" sheet. Ask the women to volunteer only once in whatever way they would like. They can relax about the time commitment and still be part of CWL. Being called for help for only a few hours one time seems manageable for even the busiest person.
49. Challenge each existing member to get just one additional membership. The result is 100% increase for your council.
50. Give an award to those members who don't miss a meeting all year.
51. Have a new-member coffee get-together.
52. Encourage friendly challenges or competitions between councils of similar size. They could split the cost of a 'traveling trophy'.
53. Have a prize drawing at each meeting for anyone who brings one or two additional people to the meeting. First timers may like what they see and wish to join! Be prepared with a membership kit.
54. Send "Sunshine Grams" to randomly picked members.
55. Have a tear-off application to join CWL in every newsletter if included in the Parish bulletin.
56. Keep a record of CWL volunteers and publish them in your newsletter or on a poster.
57. Hold a blitz. Try a "30 Day Wonder" Can you get 30 members in 30 days? Or 10 members in 10 days? Or 15 members in 15 days? Try it. It works!
58. Give a 10% discount to new members at your bake sales or other functions.
59. Send graduates a letter inviting them to join CWL.
60. Plan a special event when you reach your goal.
61. Our National President has issued a challenge for every parish council throughout Canada. Take this challenge to heart. Her challenge is....
 - a. If 25 members or less in your council, recruit ONE new member.
 - b. Between 26 and 60 members, recruit TWO new members.
 - c. Between 61 and 100 members, recruit THREE members.
 - d. Over 100 members, recruit FOUR new members.
 - e. Of course, MORE would be even better!"
62. Best of all pray for new members every day.
63. Consider organizing a Catholic Girls' League (CGL) in your parish.

Shared with the CWL by Nancy Simms, BC/Yukon President-Elect, October