

**Pembroke Diocesan Council of the Catholic Women's League of Canada
Spring Zoom Meeting, March 6, 2021, Oral Report
Elaine Turner, Organization Chair/President-Elect**

Membership:

A review of membership in Pembroke diocese over the past five years shows that we are losing an average of 51 members per year. Recent research also revealed that one of our councils that is celebrating a 100th year Anniversary has witnessed the passing of 62 members over the last 10 years. The reason for decreased membership is mainly due to death of elderly members, and there is no influx of new members. This picture is played out in councils across Canada, except for a few growing parishes. Membership may never increase to what it was in the 1970s-90s, but it is crucial to CWL's viability that we continue to attract and retain new members. From the 2020 Organization Survey, seven of the 16 responding councils, reported new members, for a total of 22 new members. We need to learn how these councils attract new members and retain them.

Effective ways of attracting new members, as identified in our recent annual survey responses in order of effectiveness are personal invitations, advertising using parish bulletins and parish bulletin boards and inviting potential members to participate in council fundraisers and social activities. It is important to keep members engaged and informed.

A "Welcome Program" has been developed nationally, as part of the CWL strategic plan. I just attended a webinar about this Welcome Program a few nights ago. This program is intended for all members both current and new. Welcoming is to be an ongoing process and can be adapted to suit each council. My goal is to work with our parish councils to adapt components of this program that will best work for our councils.

Stay tuned!