

Suggestions for Recruiting New Members

1. **Attract**

- a. Increase visibility in the church; wear your CWL scarf and pin.
- b. Add a CWL article or reminder to church bulletins, on-line and in print.
- c. Have membership forms at the back of the church.
- d. Have extra magazines available in the church lobby.
- e. Speak positively about the League to your non-League family and friends.
- f. Plan fun activities to entice people to join when they see CWL as a vibrant group.
- g. Be a well organized, team-based, friendly and accepting organization.
- h. Be proud of belonging to the League and happy to be a member
- i. Have a contest where a free one year membership draw will be offered by your Parish Council among those new members who joined.

2. **Involve**

- a. Approach new parishioners and make them feel welcome.
- b. Invite all women, including those who are not members, to CWL functions.
- c. Make an announcement at Mass that all ladies are welcome to join.
- d. Have a powerful speaker during membership drives.
- e. Offer to travel to nearby communities that have no CWL to speak about the League.
- f. Have CWL Sundays throughout the month of January; have members available to answer questions.
- g. Be knowledgeable about the League and prepared to share what you know.
- h. Encourage members to bring family and friends to functions.
- i. Involve our pastor as a support; encourage him to speak about the League from the pulpit

3. **Ask**

- a. Personal contact or invitation is the key to recruiting faithful members
- b. Conduct a membership drive every year.
- c. Don't be afraid or hesitant to ask women to join; some are just waiting for an invitation.
- d. When asking women to join, or providing more information about membership, be honest. Potential members should expect from the League what the League has to offer.
- e. Phone women who might be interested in joining.
- f. Smile a genuine smile.

Have other ideas? Share them in your annual reports so that your ideas will be on a stand and gives light to other Councils in their recruitment efforts.

"You are the light of the world. A city set on a hill cannot be hidden. Nor do people light a lamp and put it under a basket, but on a stand, and it gives light to all in the house." (Matthew 5:14-15)