

MDR BOARD MEETING REPORT

October 5, 2024

Michael O'Shea and Bonnie Siegrist, MDR Co-Chairs

We trust everyone has been able to take some R & R time this summer before gearing up for continuing on with Council activities. Are you ready? Have you set goals? Is helping to increase membership one of them? If we want to grow our councils (and mentor future leaders at all levels) we must always be on the lookout for opportunities.

As leaders in Council, we should always be thinking about how to get new woman to become active in our organizations. If they don't know or understand who we are, then why would they join? At the recent Utah Catholic Conference, we had such an opportunity. DCCW had an information booth. Barb Kerouac, DCCW Immediate Past President; Annette Pressley, DCCW First VP/President-Elect; and Bonnie, MDR Co-chair all staffed the booth. Unfortunately, Michael, MDR Co-chair, was not able to attend that day, but Susan Porter, DCCW Historian, joined in. Throughout the day we loved seeing friends and current Council sisters who stopped by to say hello. We were especially glad and thankful to meet and talk to many women unfamiliar with DCCW. However, this did reinforce the fact we still have the reputation of being a "best kept secret" in the diocese. In fact, we even talked with women who didn't even know their own parish had a women's organization. To this end, as individuals and groups, we ALL need to join forces and continue to spread the word every chance we get.

Years ago, at a NCCW convention, they spoke about council "elevator statements." An elevator statement isn't the formal organization mission statement. It is using your own, heartfelt words to briefly explain in 2-3 sentences who and what CCW is. It's not a sales pitch, but it should show your excitement and reason for belonging. It's not what they can do for us, but what we offer them, and what we all as Catholic women can do together. At the parish level, of course, you would also include getting your new acquaintance to come to one of your meetings (and convention) and experience the joy of Council first-hand. Think about it. What would your elevator statement be?

We all know how to advertise our Council events, but have you considered business cards? Presidents (and even board members) at all levels should consider having Council business cards. They are a great little handout, when you meet a newcomer. They're not expensive to do yourself, and you only need enough to get through your term. Split a package of Avery business cards among officers. Personalize them with your Council name, your name, position, and contact info. Include your website/Facebook, if your Council has one. One of our affiliate parish presidents even put information about meetings on the back. Long after you meet someone, they'll see it and remember your conversation. They may even contact you and attend a meeting!

October is Council Recognition month. As DCCW will again have an ad in the *Intermountain Catholic*, it's the perfect time to join together and make a stronger impact in getting the word out about CCW and DCCW. Please make sure your parish is taking this occasion to join in recognizing and celebrating your women.



As Council leaders, it is our responsibility to work together and make sure opportunities to spread the word don't slip by. Don't be a member of that parish where your Council, the DCCW and NCCW are a "best kept secret"!

Happy Fall....y'all!