

ANTIGONISH DIOCESAN COUNCIL VICE - PRESIDENT

Annual Report: 2024

of councils reporting: 17/27

Has the council used the "I" campaign or a membership campaign/project?

Just over half of the councils reported participating in the "I" campaign or a membership campaign.

If the answer was yes to the previous question, was the campaign successful?

64% of reporting councils reported the campaign was successful.

Does the council encourage members to personally invite prospective members?

94% of councils encouraged members to personally invite possible new members.

Does the council use the Welcome Program to promote the League with prospective and new members?

The welcome package found on national website is not used often enough. Just under half of the reporting councils reported using this program.

Does the council executive encourage members and prospective members to visit the national website for information and resources as a recruitment tool?

Almost all reporting councils invite their members and potential new members to visit the national website, to browse and get informed about the League.

Has the "Share the Words (52 reasons to talk about the CWL)" material been used by the council?

"Share the Words - 52 reasons to talk about the CWL" material is not being used by most of the reporting councils.

Name the greatest challenge with membership for the council?

47% reported attracting young members, 41% found it difficult to attract new members in general and 12% identified demographics as the greatest challenge to membership.

Laurena Greencorn

Antigonish Diocesan CWL Council Vice - President