

COMMUNICATION REPORT

September 2021

I joined KDCCW this summer, so I am still getting familiar with how things operate. I truly want to help the KDCCW streamline its communication strategy, not only for the benefit of the KDCCW but also to serve as a model/aide for parish CCWs looking to do the same.

Clear, consistent communication is *so* important, not just for keeping people informed but in helping them feel like they are a part of the organization and have a voice. We need to think of our three audiences: 1. potential/new members looking for information about who we are and how/when/where to get involved, 2. current members who need to know what is going on, calls for action, and prayers, and 3. the public beyond KDCCW, from the parish to the general community, who need to hear of our good news and know what tasks/charities they can rely on us for (publicity).

Judy Collins does a wonderful job keeping the information on the kdccw.org website updated. We are already planning to look at a redesign for a fresh and easy-to-navigate look. I would also like to work on how stream-line updating information and email lists, so that the directory and website are consistent and can serve as a starting point for anyone looking for resources/contacts.

I would particularly like to look into having an automated database like FlockNote or MailChimp where women can sign up or unsubscribe (to keep the email list updated), lists can be sorted by parish/deanery/board, and we can send out tailored messages.

Our newsletter Dogwood Connect is new, but I think it will be a great resource. Linda Johnson will be producing this quarterly: next issues are Nov. 15, Feb. 15 and May 15. If you wish to submit any items, please send to Linda by the 30th of the month before publication (Oct. 30, Jan. 30, Apr. 30).

My focus at this time is organizing and stream-lining our information so that it will easier for us to recruit potential members and share our good news.

Emily Booker
Communication Chair