

CONFERENCE SCHEDULE

Tuesday, October 2

- Registration
- New Member Orientation
- Welcome Reception



Wednesday, October 3

- Mass
- Registration
- Continental Breakfast/Visit Exhibitors
- Welcome, Opening Ritual — Sara Thomsen
- Keynote — Social Media for a Big Impact — Fr. Larry Rice, CSP
- Compelling Video on a Shoestring Budget
- Wisconsin Religious Collaborative: Working Together to Meet the Emerging Needs of Religious Communities
- Exhibits
- State of the Organization
- Evening Out — Fort Worth Stock Yards & Billy Bob's Texas



Thursday, October 4

- Mass
- Continental Breakfast/Visit Exhibitors
- Prayer/Ritual — Sara Thomsen
- Communicating Catholic Social Teaching — Mary Rowell, CSJ
- Mission, Ministry and Online Philanthropy: Nurturing Online Likes to Online Gifts
- Breakout Sessions
- Exhibits
- Sara Thomsen Concert — light refreshments provided

Friday, October 5

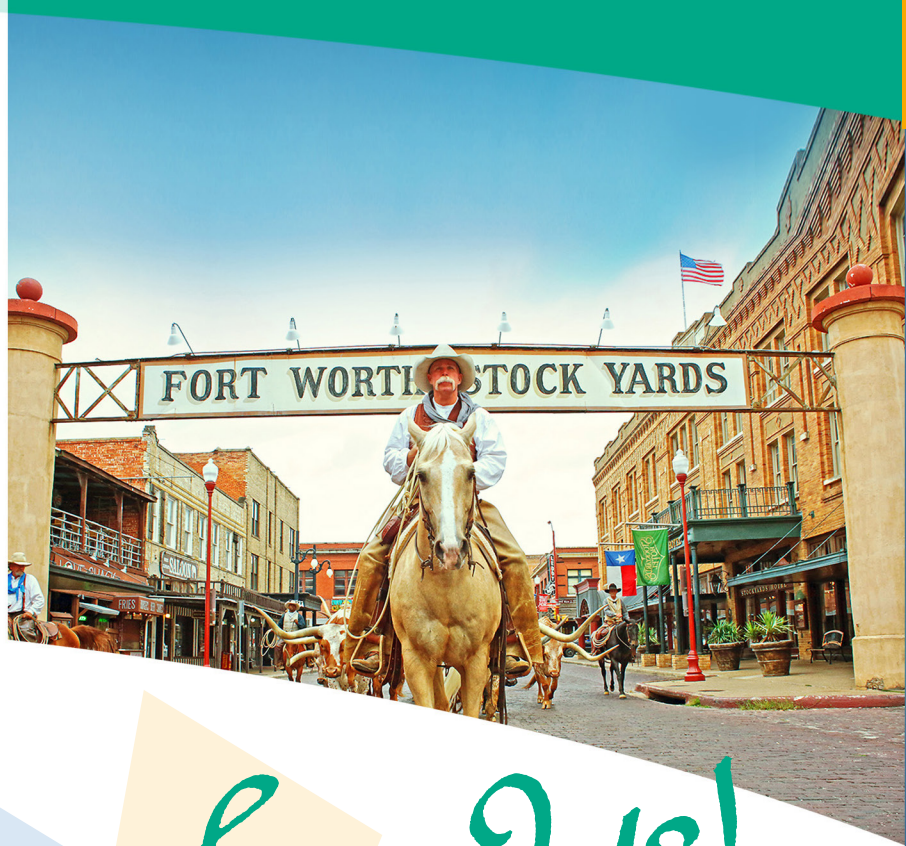
- Mass
- Continental Breakfast/Visit Exhibitors
- Prayer/Ritual — Sara Thomsen
- A Cinderella Story: Sister Jean's stardom shines light on Catholic Sisters — Angie Connolly
- Spirituality of Communications — Yolanda Cruz, SSMN
- Invitation to 25th Annual Conference
- Closing Ritual — Sara Thomsen



View **FULL SCHEDULE:** www.c4wr.org
or download app:

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CWR COMMUNICATORS
FOR WOMEN RELIGIOUS
Advancing the Mission of Catholic Sisters
5401 S Cornell Ave | Chicago IL 60615



Join Us!



CWR CONFERENCE 2018 FORT WORTH | OCT 2-5

FORTify your mission • The path WORTH taking

EVENING OUT

Wednesday, October 3



Fort Worth Stock Yards National Historic District and Billy Bob's Texas

Our evening offers an authentic Texas experience of the sights and sounds of the **Old West**. Stroll the brick walkways of the Stock Yards and get a real taste of the **Lone Star State at Billy Bob's Texas**—the largest honky-tonk in the World! We will dine in the **Guitar Bar banquet room**, which features the very best in country music memorabilia. Glass display cases are home to autographed guitars that span 35 years of performances. After dinner, you can enjoy a game of billiards, visit one of the 30+ bar stations, check out celebrity handprints, shop or hit the dance floor. Whatever you choose to do, you are going to have fun!

Lasso up some friends and sign up for a bronco-bustin' good time!

CONCERT

Thursday, October 4



Sara Thomsen, Singer-songwriter

Sara Thomsen, a singer-songwriter from Duluth, MN, will play a pivotal role in our daily conference ritual. She will perform a two-hour open-air concert at the beautiful **Fort Worth Water Gardens**, located next to the conference hotel, the evening of October 4th. Sara is the Founder/Director of Echoes of Peace, a non-profit inspiring awareness, action and reflection on critical social issues through music and the arts to build and bridge informed, engaged and caring communities. Increasing wonder and awareness, deepening spiritual connection, and widening social engagement through song is at the heart of her work. More at sarathomsen.com and echoesofpeace.org.

**REGISTER
ONLINE**

c4wr.org

24TH ANNUAL CWR CONFERENCE FORT WORTH, TEXAS

Sheraton Fort Worth Downtown Hotel

Everything is bigger in Texas, and that includes the 24th Annual CWR Conference. Join us this year for a dynamic agenda of speakers and presentations along with opportunities to experience the culture of the region.

Each session will help you fortify your mission to support your sisters, and the time spent with your fellow CWR Members and our guests will truly make this year's conference a path worth taking.

While you're in Fort Worth, enjoy the music, art and culture of this unique place called Texas. Sample the BBQ, visit the Cowgirl Museum and join us for an evening out at **Billy Bob's Texas** honky-tonk to get a sense of the great American West.

We can't wait to see you!

No podemos esperar para verte!

REGISTER
ONLINE

c4wr.org



PRESENTATIONS



Social Media for a Big Impact

Fr. Larry Rice, CSP

Social Media can seem like a vast, untamed and fast-moving wilderness. But it is also evolving into a forest that shapes our culture, our perceptions, and even our politics. This session will introduce important principles and best practices to help religious communicators focus their social media efforts and leverage their online presence to promote and advance their mission.



Compelling Video on a Shoestring Budget

Panel

Whether it's your cell phone, tablet or a digital video camera, you have the tools to tell sister stories—stories that touch the heart, inspire others and that Fortify your mission. CWR panelists Alana Hatcher (A Nun's Life), April Hansen (Sisters of St. Joseph of Orange) and Spalding Hurst (Sisters of Charity of Nazareth) will share their shoestring budget videos and the lessons learned along the way. Sister Judy Zielinski, OSF, NewGroup Media Director of Faith & Values Programming, will facilitate this panel.



Wisconsin Religious Collaborative: Working Together to Meet the Emerging Needs of Religious Communities

Theresa Sandok, OSM

It is never too early to start to plan for the future. This is especially true for many congregations of women religious that are aging and no longer pursuing new vocations. As congregations look to completion or to sustaining the mission with fewer and older members, who will oversee the functions needed to run the congregation? How will the role of communicators change? In Wisconsin, nine communities of women religious have created the Wisconsin Religious Collaborative (WRC) to plan together. Sister Theresa Sandok, OSM, President of the Servants of Mary, will tell us about the WRC.



Communicating Catholic Social Teaching

Mary Rowell, CSJ

Catholic Social Teaching (CST) has often been called the "Church's best kept secret" yet it is at the heart of Church identity and its values and practices have sometimes been honored in the secular press. CST is critical to the work of Catholic sisters and can have an impact on the work we do as communicators. Sister Mary Rowell, CSJ (Congregation of the Sisters of St. Joseph in Canada.) will provide a general overview of CST and its 7 themes along with some practical strategies we can implement in our daily ministry of communication.

CWR is a 501(c)(3) organization funded in part through a generous grant from the Conrad N. Hilton Foundation.

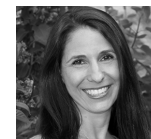
PRESENTATIONS



Mission, Ministry and Online Philanthropy: Nurturing Online Likes to Online Gifts

Jeff Stanger

Social media is a transformative way for congregations to engage with new and existing audiences. But there is no straight path to helping online followers become real-world friends and supporters. This session will explore practical ways to nurture online likes into the relationships that inspire volunteers, vocations and philanthropic support.



A Cinderella Story: Sister Jean's stardom shines light on Catholic Sisters

Angie Connolly

From a Barack Obama Tweet to the BBC, Sister Jean Dolores Schmidt, BVM, the Loyola Men's Basketball Team Chaplain, stole hearts around the world during the NCAA Men's Division 1 Basketball Tournament where she was immersed in March Madness. Angie Connolly, Director of Communications, will guide us through her experience during this Cinderella story highlighting media relations, social media engagement, and preparing the congregation as well as share some of her favorite moments.



Spirituality of Communication

Yolanda Cruz, SSMN

Join Yolanda Cruz, SSMN (Sisters of St. Mary of Namur) as she explores the spiritual side of the ministry of communication. Answering to our call of modern evangelists, we seek ways to incorporate the spirituality and charism of congregations into our work as communicators making it an authentic expression of their values and greatest hopes. To remain attuned with the spirituality of Communication enables the realization of the mission and its ultimate goal.

THURSDAY BREAKOUT SESSIONS

SESSION 1

Vocation Communication Strategies That Work!

Claire Meyerhoff and Belinda Davis

Reaching out to women contemplating religious life takes more than an occasional jubilarian or obituary post. What intrigues early discerners? What keeps these 18 to 35-year-olds following? What engages them in online dialogue? Claire Meyerhoff and Belinda Davis, Daughters of Charity of St. Vincent de Paul, share their successes and failures and provide some "rules of engagement" when working with vocation team sisters. Plan for a lively, interactive dialogue.

THURSDAY BREAKOUT SESSIONS

Paradigm Shift: Communicating Mission and Legacy

Paul Siegfried

Paul Siegfried, Communications Coordinator for Our Lady of Victory Missionary Sisters, will share how a paradigm shift with his congregation involves a new way of communicating, both internally and externally.

SESSION 2

Communicating Transfers and Mergers

Leah Wand and Therese Horvat

CWR members Leah Wand (Mission Advancement Director for the Sisters of the Most Precious Blood of O'Fallon) and Therese Horvat (Communications Director for the Sisters of Charity of Leavenworth) share how they tackled this task and what they learned along the way.

There's an App for That! Managing Social Media from the Palm of Your Hand

Fr. Larry Rice, CSP

Maintaining an active social media presence can seem like keeping a ravenous monster that demands to be fed. We'll explore some of the best tools to help you up your game.

SESSION 3

3 Goals for Digital Fundraising & Marketing: How to measure the right things and clearly articulate ROI

Jeff Stanger

Join us for an in-depth look at strategies used to shepherd online likes to offline gifts. Transform social media indicators such as likes, reach, and audience growth into more traditional and measurable metrics that can be used to determine return on investment (ROI) and inspire long-term growth of email subscriptions, volunteers and repeat donors.

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