

Our Mission

Communicators for Women Religious is a professional organization of personnel responsible for communications within religious congregations of women. Our mission is to be a network of professional support and education for members who promote understanding of women religious, enhance their image and advance their mission. CWR is also a resource for organizations serving women religious.

For more information about how you can advance the mission of Catholic Sisters visit our website.



Advancing the Mission of Catholic Sisters

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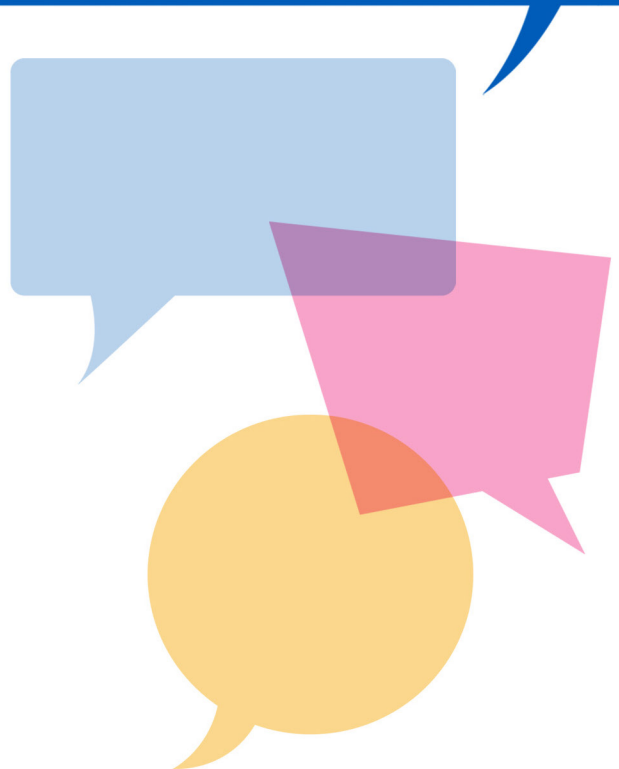


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TIPS

for Justice Promoters & Communicators



Advancing the Mission of Catholic Sisters

Advancing the mission of Catholic Sisters is a collaborative effort. Below are 3 tips to consider as Justice Promoters and Communicators work together.

1

Justice Promoters and Communicators have a world of knowledge and resources to draw upon. Close collaboration and mutual support will help raise awareness and grow justice ministries. The more people we reach, the greater the impact we will see.

- *Schedule regular meetings with your communications director to strategize ways to promote ongoing and upcoming projects, initiatives and ways to be involved in the community while promoting the Justice Ministry priorities.*
- *A good working relationship between Justice Promoters and Communicators allows for the development of a communication plan, ideally on a rolling twelve-month basis, specific to the needs of the Justice ministry.*

2

The complexity of justice issues facing the world today is extreme. The Promoter and the Communicator need to be clear about the congregation's areas of justice focus, based on charism, corporate stances and chapter directions. By articulating the priorities, more meaningful messages may be developed to support the ministry.

- *The plan needs to match realistically with the capacity and resources of the congregation.*
- *Communicators and Promoters are both excellent resources for natural or logical community partners on any given issue, so there can be coordinated and reinforcing communication for each organization.*

3

Keep an audience centered perspective while developing initiatives. Every message should have a call to action, which may have universal appeal, or, as is more often the case, be precisely crafted for a specific audience. Consider all possible audiences who may benefit from hearing from the congregation including, but not limited to:

- *Members of the congregation*
- *Employees of the congregation*
- *Families and friends of members of the congregation*
- *Donors/benefactors of the congregation*
- *Boards and employees of sponsored institutions*
- *Clients/students/patients of sponsored institutions*
- *Associates*
- *Vocation inquirers and discerners*
- *Catholics in the diocese where the sisters live and minister*
- *General public where the sisters live and minister*