

Advancing the mission of Catholic Sisters is a collaborative effort. Below are 10 tips to consider as Leadership and Communicators work together.

1 Put "Communications" on your monthly meeting agenda. Ask yourself: Is there anything from this meeting that my communicator needs to know? If so, share committee minutes with the communications director. Some of the most important information comes from minutes—information that is worthy of follow-up.

2 It is imperative that leadership has a good working relationship with the communications director. Trust is developed by sitting down and getting to know each other. Trust has to be established and maintained. Be straightforward, open and totally candid with your communicator. She/he is your ally. Engage in meaningful conversation, share ideas and perspectives and she/he will grow through this "formation" process.

3 Understand and accept the importance of keeping channels of communication open at all times. Sharing strategic plans, upcoming dates of importance, and a common mission on a frequent basis leads to informed and committed decisions on all levels, in both leadership and communications.

4 Communicators work best as strategists who are at the table from the beginning stages of a given project, crisis, etc., rather than as functionaries who are brought in to perform a task after all the real conversation has happened. Include communicators in the initial planning for events, programs, chapters, assemblies as well as any media-related situations in order that their skills and expertise can be of assistance. The communications office is more than a "doer of tasks"—they are a valuable resource to the organization.

5 In today's world, electronic communication is essential, and there is a need for professionals in this area to help communities learn how to use the tools at hand and to represent communities through use of these tools and to stay abreast of technology.

6 Communicators can assist communities with everything from marketing and communication strategic plans to sophisticated press releases to appropriate and targeted advertising. Communicators can be your best resource—not only in dealing with the usual communications tasks you would expect such as websites, logos and brochures, but also in helping you to craft letters to your community, write speeches, develop presentations and more. Take advantage of and trust their expertise.

7 Communication is a specialized field that entails professional preparation and ongoing education. Support your communicator's participation in the Communicators for Women Religious conference and other trainings and show an interest in the information they bring back from these meetings.

8 Recognize that the development and communication offices are closely related, and that coordination between the two should be continuous. Understand that successful development and communications programs may require knowledge of confidential information. Invite development and communications to report regularly to the leadership and administrative team/s.

9 Because a communicator CAN do a project, doesn't mean it's the best use of her/his time. Leadership can help with prioritizing projects and setting protocol with who has access to your communicator's abilities.

10 By telling the stories of real life sisters who live out your congregation's charism daily, communicators are your partners in ministry. Consider the communicator a vital part of your strategic planning team.

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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MESSAGES for Leadership & Communicators



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