

NCCW Strategic Planning Goals & Accomplishments

The Strategic Planning Goals are listed below with the major (but not all the) accomplishments that fall under each.

1. To Evangelize as Catholic Women –

This goal requires commitment and resources to assist our members. To this end the Spirituality Commission has produced (1) a Religious Liberty Prayer Card with encouragement to take the cards to legislators when our ladies visit with them during “Catholics at the Capitol” days or on other occasions, (2) prayers for various occasions that are available through the NCCW.org website and introduced through the monthly *Connect* E-newsletter. (3) NCCW had one issue of the *Catholic Woman* devoted to the topic of evangelization. (4) The Leadership Commission produced a New Evangelization resource entitled “Called To Witness” with 9 chapters to correspond to the monthly meetings of our Councils with activities, surveys, articles, explanations and links to additional resources to be used either by an individual woman or as a Council project to enhance their knowledge, provide confidence and encourage leadership by women in the parish regarding the New Evangelization. (5) NCCW has formed new partnerships with Bread for the World, Catholics for Family Peace, and the Center for Missing and Exploited Children. (6) The NCCW Board voted to participate in the Spiritual Adoption Program, and (7) Through our Service Commission NCCW joined the Caps of Love Program through which many affiliates donated plastic caps to an organization that uses them to provide wheelchairs for handicapped children. This commission is currently working on a new resource that will address the topic of the influence of the media on marriage and families. (8) Initiated monthly Spiritual reflections from our Spiritual Advisors for the membership; *Connect* e-newsletter reflections and articles from Fr. James Stembler, NCCW Chair of the Spiritual Advisors.

2. To Replace an Aging database --

One of our NCCW Board members offered a \$20,000 Challenge Grant in 2014 which allowed NCCW to purchase a new database in January of 2015. This is currently being populated with data and will launch in May 2015. This new database will be available on-line and affiliates as well as Individual Members will be able to enter on-line changes to their NCCW contact information such as new officers, changes in address, etc. This will surely streamline and eliminate some of the database issues experienced in the past.

3. To Revise the Current Website --

As of March 2015 NCCW has a new, fresh and informative website. The website is still “under construction” while information is transferred from the old website and will soon again be able to accept dues, donations, purchases and registrations on-line. The website is more timely and attractive than ever! Check it out at NCCW.org.

4. To Achieve Financial Stability and Sustainability --

Your NCCW Officers and Board of Directors have worked tirelessly to eliminate the debt that held us back for several years. Through negotiation with vendors, re-configuring staff assignments and carefully watching every expense, we eliminated 50% of our debt in 18 months. NCCW is now

solvent. However, if affiliates and Individual Members do not renew that means we are going backwards again.

5. To Strengthen/Increase Our Public Image --

NCCW participates in the March for Life and the upcoming March for Marriage. NCCW continues its participation in the Coalition Against Pornography, and, our representation to the United Nations and the World Union of Catholic Women's Organizations (WUCWO). Regular news releases are sent. The NCCW president and other officers have been featured speakers and interviewees on both national Catholic radio and Catholic television programs such as the Sirius XM's The Catholic Channel called "America This Week" in New York. Our 2014 Grand Rapids convention was covered by the local television station.

6. To Strengthen/Increase Our Membership --

NCCW is very concerned that affiliates, like yours, dropped membership despite the heroic efforts by the Board to (a) reduce individual dues, not increase affiliate dues and eliminated the late fee, (b) increase the size and quality of the magazine and the monthly newsletters, (c) provide more new resources, (d) reduce convention fees, and (e) make significant progress in all the other Strategic Plan areas. The NCCW Membership Development Committee developed a plan including a telephone survey of Individual Members, tip sheets for membership development, new free Membership Brochures and compiling membership ideas that have worked within the affiliates that can be shared. Many members have expressed their joy in coming back to NCCW after seeing the progress made in the last 18 months, but still . . .

7. To Strengthen Our Communications/Image within the Organization --

The quarterly *Catholic Woman* magazine, the monthly newsletters, e-blasts and the website are NCCW's main communications tools. The magazine now has an Advisory Committee to establish themes and articles. The magazine has been enhanced by going from 16 pages to 32 pages, from one color to full color, from half of the pages with ads to a limit of 5 pages of ads (and therefore space for more good articles) and adding a FAQ column. Please call the office (800-506-9407) and ask for a complimentary copy of one of our latest issues so you can see the differences! Our Spiritual Advisors now have a Spiritual Advisor Directory on the website and receive the magazine. The monthly e-newsletter continues to have good ideas and information from all the Commissions and now the complaints we get are that it has too much information! We also now have our history book available via Kindle and print copy.

8. To Strengthen Our Partnership with the USCCB and Local Bishops --

To this end your NCCW President attends the meetings of the USCCB, communicates with Bishops regularly, and visits with local Bishops whenever possible as she travels to A/DCCW and other meetings. The entire NCCW Board met with the USCCB Committee on Laity, Marriage, Family Life and Youth staff in January 2015 and USCCB has assigned the Assistant Director of this office to be liaison with NCCW. She attended the 2014 NCCW Convention in Grand Rapids. NCCW officers attend the USCCB Social Ministry Gathering, and will be represented at the World Meeting of Families. All diocesan Arch/Bishops receive the *Catholic Woman* magazine.