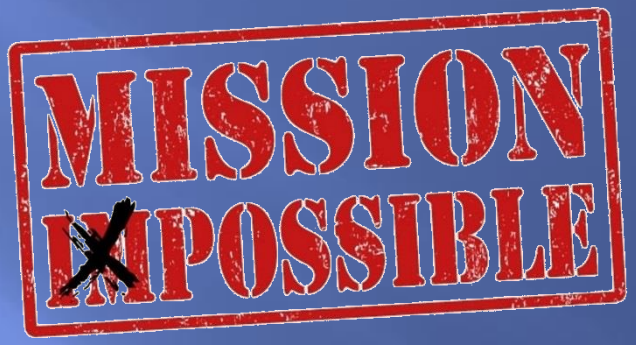

IMAGE

Discover Who We Are

And

Who They Think We Are

IMAGE

- DEFINITION
- PERCEPTION

IMAGE is…

- Appearance
- Representation of the external form of a person or thing
- Likeness, Resemblance
- Depiction, Portrayal

IMAGE

Perception

Ours
Theirs

Our Perception

We and our CCW members…

Are:

- Friendly
- Happy
- Fun
- Welcoming
- Spiritual
- Hard Working
- Results Oriented
- Successful

Do:

- Fundraisers
- Works of Mercy
- Charities
- Missions
- Retreats
- Catholic Days At Capitol
- Support Seminarians

Their Perception

Our CCW and Members may…

- Have Bake Sales, Teas, Fashion Shows
- Help Father in Parish or Book Store
- Socialize, sometimes in little cliques or in friendships outside the CCW
- Exclusive not Inclusive
- Meetings are not inviting or interesting
- No spiritual events or not enough

IMAGE ENHANCEMENTS

- Enhance our image to keep our current members interested
- Attract new members
- Good appearance in our parish community
- Presence of Spiritual Advisor

IMAGE TO CURRENT MEMBERS

- Be open to new ideas and listen to and respect all members
- Have programs that interest the majority of our members and attract others
- Try projects we haven't done before or try a different approach
- Make current members feel they are important and of value

IMAGE TO PROSPECTIVE MEMBERS

- Be warm and welcoming
- Keep meetings inviting to all
- Be a “Buddy” or “Big Sister” (Mentor)
- Invite all to share their talents, skills and ideas

IMAGE TO ALL MEMBERS

- Share the work – Share the joy
- Work together – Pray together
- Care about each other

IMPROVE OUR IMAGE

- Promotion
- Participation
- Partnering
- Pastor/Spiritual Advisor

IMPROVE OUR IMAGE

- Promotion
  - Publicity
  - Image Brochure
  - Newsletter
  - Web Site/Facebook
  - Parish Bulletin
  - Open Houses, Teas, etc.

IMPROVE OUR IMAGE

- Participation
  - Parish Events
  - Community Events
  - Be Pro-active not Re-active

IMPROVE OUR IMAGE

- Partnering
  - Parish ministries
  - Parish school
  - Parish community as a whole
  - Outside groups or organizations/ecumenical

IMPROVE OUR IMAGE

- Pastor/Spiritual Advisor
  - His presence and "presents"
  - Invite him to be our true advisor
  - Ask him to share his ideas, goals and dreams for the parish
  - Ask him how we can assist him in attaining those goals and dreams

IMAGE

Let Us Remember…
We are made in God's Image and Likeness
And
If we reflect the Kindness and Gentleness of Mary as our Model and Image…

We can…

Be All That We Were Meant To Be!