

PROMOTING the NCCW “We are Called to Witness” Program

TIPS for PRESIDENTS

1. **TALK ABOUT IT WITH GREAT ENTHUSIASM!** Your attitude will convey excitement and anticipation----that is soooo important. Practice little sound-bytes from the program. You are the one who will SELL the program! Make color copies of the flyer for all affiliates, spiritual advisors, diocesan offices, etc. **YOU** are the most important link in our communication chain!
2. Be certain that spiritual advisors get a copy—either electronic or printed. Not just at the A/DCCW level, but every parish.
3. Don't let the size scare your members----think of it as a BOOK with chapters. Memorize and use this phrase:
NO ONE CAN DO EVERYTHING, BUT EVERYONE CAN DO SOMETHING!
4. **DOWNLOAD AND PRINT A COPY OF THE PROGRAM.** Color is best, as it is so much more eye catching, but it will print in B&W. Go to the NCCW Website and download “We are Called to Witness” to your computer. Punch holes in it, or place the sheets in plastic sleeves and put the entire thing into a notebook/binder. It is a lot of pages, yes.....but it is a resource BOOK. Bring it to your board meetings and encourage the entire board to have input incorporating specific parts into your calendar and planning.
5. Carry a flash drive with “We are Called to Witness” (in English and Spanish) on it and share it at meetings, gatherings, and events. Anyone with a laptop or tablet that has a USB port can just download it from the flash drive. Invite Board members to bring their laptops or tablet to the next board meeting--this can be done at ANY level!
6. Think outside the box!!
 - a. Do you give deanery and/or affiliation presidents a gift? Give them a bound copy or a flash drive of the program!
 - b. Is there a diocesan office of evangelization? After you read it, make an appointment and present the copy----printed or flash drive!
 - c. Encourage parish affiliate presidents to share with other parish leaders.
 - d. Are there spiritual book clubs in your affiliate parishes? Check Chapter 9 resources for ideas—or use this as a book!
 - e. Is there an adoration chapel in your parishes with a mini-library? Ask the pastor if you can add a copy. (Be sure to put a sticker on it with YOUR CCW contact info.)