

New Circle Membership Officers Meeting – A Great start to the Year.

Early on a March Saturday morning, Circle President Denis O’Driscoll and Marketing & Membership Officer Chris Bevan travelled to Langley, Berks to attend a meeting of incoming and existing Membership Officers from Province 8. The meeting also attracted representatives from Provinces 6 other provinces, in total over 40 Brothers were present.

After a (not so healthy) breakfast Provincial Membership Officer John Butterworth, welcomed the Brothers and introduced the theme of Awareness and how we need to build awareness of the Association and our local Circles to provide a platform to support recruitment of new members.



John has spent a successful career in International Marketing has brought his experience to bare in developing new marketing materials to be used nationally; several posters, banners, bookmarks, leaflets to support our own marketing efforts are available. These were on show at the meeting.

John spoke of the greatest Catholic Marketeer, St Paul and how he built awareness of fledgling Church and how his message is still being retold today.



Attending Brothers also heard of Oxford Circle’s Marketing & Membership plan and how we are using the marketing materials in our parishes to build the awareness and how we are using the Association’s Bursary Fund to present practical ways in which we support our Catholic youth and give our parish priests a great message to broadcast on our behalf.

The meeting concluded with the introduction of a Marketing & Membership “kit” which has, as its foundation a number of elements that we have produced within our Circle

Feedback from those brothers in attendance was very positive and give us great heart that we have a coordinated approach to marketing this great association.

9 March, 2019.