

CHURCH WORLD SERVICE

Best Gift

—DISPLAY TIPS—

A well-crafted CWS Best Gift table display is one that sparks interest and encourages people to think outside of the box and give in a way that brings genuine and lasting change to those who need it most. **Here are a few tips to make your display stand out and be the *best* it can be!**



Order the new CWS Christmas ornaments featuring our best-selling gifts. It's a great way to decorate your church's tree or table display. You can order ornaments and other free materials at cwsbestgift.org/order.



Download gift card inserts for items on your display table at cwsbestgift.org/downloads



Make a sign that reads: **"Make checks payable to Church World Service."**



Hang a CWS Best Gift poster on the front of the table or on a poster board.



Use a laptop or tablet to share the Best Gift promotional video to encourage shoppers to place Best Gift orders online.



Keep catalogs and pens on your table. Have gift cards, inserts and receipts on hand to distribute to shoppers.



Use empty boxes covered with plain tablecloths as pedestals for display items.



Share your photos/ videos with us at fb.com/churchworldservice.



Give your display visual appeal by adding extra touches like toy goats and chicks, seed packets, tools, educational toys and school supplies. Invite guests to interact with the items!

