



# CHURCH WORLD SERVICE Best Gift

## —DISPLAY TIPS—

*Create a space that shares hope, sparks generosity and celebrates the season.* A great **Best Gift** display should be joyful, welcoming and easy to explore. Whether you're setting up in a church lobby or fellowship hall, your table can become a place where people experience the joy of giving in a whole new way. **Here are a few fresh ideas to help you get started:**

### Make it Festive



- Decorate with Best Gift ornaments—they're colorful, meaningful and make perfect table or tree accents.
- Wrap empty boxes with ribbon and tags to represent the life-changing gifts inside.
- Add seasonal touches like twinkle lights, greenery or a tabletop tree to draw people in.

### Make it Visual



- Display fun props like toy goats, plush chickens, blankets, or even sample CWS Kits to bring the catalog to life.
- Hang a CWS Best Gift poster on the table or nearby wall to help tell the story.
- Use a tablet or laptop to play the Best Gift video on loop—available at [cwsbestgift.org/downloads](https://cwsbestgift.org/downloads).

### Make it Easy



- Set out catalogs, pens, gift inserts and recognition cards for people to browse and take home.
- Place a sign that says: "Make checks payable to Church World Service" or include a QR code for online giving.
- Encourage people to take a photo of the display and share it with others—or send your own to [bestgift@cwsglobal.org](mailto:bestgift@cwsglobal.org)

### Make it Personal



- Invite children to help decorate the table with drawings (visit [cwsbestgift.org/downloads](https://cwsbestgift.org/downloads)) or notes of kindness.
- Share a story from [cwsbestgift.org](https://cwsbestgift.org) in your bulletin or next church newsletter.
- Ask someone from your group to be your Best Gift Table Host—a friendly face ready to answer questions and spread holiday cheer.

### Make it Tasty



Everyone loves Christmas cookies and treats. Place some goodies on your table and watch how many people stop by to visit, chat and learn more about CWS Best Gift.

### Make Memories



Set up a photo booth next to your Best Gift ornament tree or in a festive church spot. Snap photos of your display, congregation or volunteers and share them with donors—or send them to [bestgift@cwsglobal.org](mailto:bestgift@cwsglobal.org) so we can inspire others with your creativity.

You can order all your free display materials—ornaments, posters, catalogs and more—at [cwsbestgift.org/order](https://cwsbestgift.org/order). Together, let's turn giving into celebration—and every table into a starting point for something good.