

Pax



Christi

Promoting Peace

a promotional pack + guide for setting up a stall or event



# This Pack Includes

- Pax Christi information leaflet
- Our email sign up form
- A Guide to running a stall
- Ideas for various themed events
- A sample of various Pax Christi promotional items; *greetings cards, prayer cards, card holder, peace badge, and also the Pax Christi Logo sign for a display*

## Ideas for various themed events

### **Israel/Palestine** *(A good focus for Advent & Christmas stalls)*

There are often occasions throughout the year which draw attention to the on-going issues which affect Israel & Palestine such as the '*World Week for Peace in Israel and Palestine*'. Pax Christi has a number of resources which cover these issues as well as a fantastic supply of Palestinian goods such as Olive wood crosses, broaches and Christmas decorations from Palestine as well as Olive Oil, Soaps and various other goods which have been made in Palestine and help to support the local communities.

## **WWI Commemoration (2014-2018)**

With the on-going commemorations of World War I taking place throughout the World, Pax Christi can offer a number of alternative books and resources which turn our focus more and more towards a 'war no more' message. With publications including 'War Against War!' by Ernst Friedrich, 'We Will Not Fight: The Untold Story of World War One's Conscientious Objectors' by Will Ellsworth-Jones, The Cambridge and London peace trails are also very popular resources in promoting a culture of peace.

<http://paxchristi.org.uk/news-and-events/first-world-war-peace-plans/>

## **Church/Liturgical Events**

We are pleased to offer a wide range of materials throughout the year with a focus on the various Liturgical Seasons of the Church. We have various books and worship ideas for the seasons of Advent and Lent as well as a good selection of greetings cards and small gift ideas to match the season. Booklets such as 'We Journey in Hope: Reflections on the Words from the Cross' by Neil Paynter & Peter Millar, 'Follow

me: Way of the Cross' with reflections from Blessed Franz Jagerstatter are great resources for Lent and Breakthrough to Joy has great Advent reflections from Thomas Merton.

<http://paxchristi.org.uk/resources/prayer-and-seasonal/>

## **Youth/Education**

Pax Christi has plenty of good education materials geared at primary and secondary aged children which can be used in school. We often sell these at a variety of events but at youth events these can prove particularly popular for Teachers or Youth Workers who might visit your stall.

<http://paxchristi.org.uk/peace-education/>

## **Pax Christi General Promotion**

We continue to supply a great range of Pax Christi promotional materials which can be used at all stalls and for all events. Our rainbow peace badges, bank card holders and peace flags would go well at any stall or event. We always provide plenty of free materials such as prayer cards and membership forms along with items to sell.

# A guide to running a stall

*Below are some practical points which are worth considering when running a stall:*

- Be sure that the Pax Christi name is always visible to people passing by from a distance. People want to know who you are!
- If you are selling materials make sure you have a small amount of change to begin with and this can act as a float when you need to return peoples change.
- Never feel that you are tied to the stall for the entire event. Having one or two others to help you means you can take it in turns to watch over the stall.
- Make the table display as attractive as possible. If possible you can use a tablecloth perhaps, a variety of colorful books, shirts, eye-catching signs, posters, etc... these will draw people over.
- As people approach the table, feel free to stand up and engage them in friendly conversation.
- If someone shows an interest in an item you can't supply right then, don't hesitate to give them our contact details.
- Make the most out of the event which the stall is operating at. Enjoy the day and use this opportunity to engage others in the work of Pax Christi.



*Pax Christi Stall at Greenbelt Festival*

*If you have any questions or feel you need further support or resources then don't hesitate to get in contact with us!*

**Pax Christi**

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