



The Chamber is putting together an ***Ultimate Holiday Gift Guide, The Chamber's Picks, gifts for the Darien shopper.*** The guide will be in digital format to be shared on social media and other platforms. We want to include everyone, but you must respond to me with items needed by the due date given. It is really easy!!

Some helpful tips from web designer and consumers:

1. Photos of objects are ideal (i.e., books, toys, jewelry, slippers) and are better than a photo of faces, people or text. Logos work if you are a service and don't sell tangible products. But try and choose a photo that best represents your service, vs. a person, logo or text, if possible.
2. If you need to show text, make it legible, these photos are small.
3. Gift Cards, while a great gift, are not eye catching on a gift guide. Still acceptable tho.
4. Provide a link for me if you want the shopper to visit your website. We will try and include where possible.

Feel free to include an item FOR HIM *and* FOR HER. If enough interest, we will do a video gift guide.

Instructions:

The more who participate, the better this will be! Please take 5 minutes to snap a photo!

- Choose TWO favorite or top selling items in your store, one that will be in-stock through Christmas: An item or for him and an item for her. Or you can send one unisex item and will be in both guides Your item doesn't have to be Xmas themed.
- Take a photo of it on a solid white background and provide name of item.
- I do not need a price.
- Items cannot be photographed together. One at a time.
- **NEW DUE DATE: email to me by 11/15 at execdirector@darienctchamber.com**

Promos:

- We will promote on special e-blasts
- Everyone who buys a DCC town wide gift certificate will get a copy of the guide
- We will shared all through the month on social media, some items will be chosen to be in a reel
- Hoping you will share the guide as well on your platforms
- Store names will be listed with every item

