



CELEBRATE 3.21 • REPLICATION KIT

Bring 3.21 to Your Community

Your town, your 3.21



Want [Your Town] Celebrates 3.21? This kit shows how to start a local campaign in 90 days: building a local team, the 90-day plan, recruiting businesses, outreach packages for schools, churches, and the city, a local landing page, and how to stay connected to Celebrate 3.21.

WHAT'S INSIDE

- 1 Is your community ready?
- 2 Build your local team
- 3 The 90-day plan
- 4 Recruit businesses
- 5 Outreach packages
- 6 Local landing page
- 7 Brand & naming rules
- 8 Stay connected

START HERE

Is your community ready?

You don't need a big organization, just a small team with a big heart.

YOU'RE READY IF...

- ☐ You have 3-6 committed people
- ☐ At least one family of a person with Down syndrome is involved
- ☐ You can reach 20+ local businesses
- ☐ You have 90 days before March 21

NAME IT

[Town] Celebrates 3.21 (e.g. "Pickerington Celebrates 3.21"). Use the local landing page: [Celebrate321.org/\[town\]](https://Celebrate321.org/[town]) **[confirm]**.

ROLE	WHAT THEY DO
Local lead	Coordinates everything; the main contact with Celebrate 3.21
Business lead	Runs the Founding 21 and business recruitment
Schools & churches lead	Shares toolkits with principals and pastors
Media & social lead	Social posts, press, and photos
Family advisors	Families of people with Down syndrome and self-advocates who guide decisions
Volunteers	Kit delivery, events, tracking

OUR LOCAL TEAM

Local lead _____ Business lead _____

Schools & churches _____ Media & social _____

Family advisor _____ Family advisor _____

THE PLAN

The 90-day plan

Count back 90 days from March 21 (about December 21) and go.

- 1 Days 1–15**
 Build the team. Sign the local partner agreement with Celebrate 3.21. Make your business list (Chamber directory, Google Maps).
- 2 Days 16–30**
 Recruit your Founding 21. Meet the city, Chamber, and school district. Set up your local page.
- 3 Days 31–45**
 Public launch: press release, social, and email. Walk-ins and emails to businesses.
- 4 Days 46–60**
 Share toolkits with schools and churches. Proclamation request. Order clings and socks.
- 5 Days 61–75**
 Deliver kits. Momentum posts. Plan your event. Media pitches.
- 6 Days 76–90**
 3.21 Week! Then thank-yous, surveys, and results.

RECRUIT BUSINESSES

- Build a spreadsheet like the CW Business Outreach Tracker
- Founding 21 first, then everyone
- Use the Recruiting Kit scripts
- Share the running count weekly

OUTREACH PACKAGES

- **Schools:** School Leader Kit + Teacher Guides
- **Churches:** Church Toolkit Start Here
- **City:** City & Government Kit
- **Media:** Media Kit

STAY CONNECTED

Local page, brand rules & staying connected

LOCAL LANDING PAGE

[Town] is showing up for 3.21! On March 21, [year], our whole community celebrates people with Down syndrome.

Stats · Founding 21 logos · Participating businesses · Local events · Toolkits · Sign up

BRAND & NAMING RULES

- Use “[Town] Celebrates 3.21”
- Use the Celebrate 3.21 logo and colors as provided
- Keep the core message: participation, not obligation
- Fundraising follows the Give Kit and local law, with funds going to **[agreed recipient]**
- Photo and privacy rules apply everywhere

STAY CONNECTED

- Monthly check-in call with Celebrate 3.21
- Share your count for the national map
- Send photos and stories for the recap
- Join the community-leaders group **[link]**

LOCAL PARTNER AGREEMENT (SUMMARY)

- ☐ Use Celebrate 3.21 materials as designed
- ☐ Follow brand, photo, and privacy guidelines
- ☐ Report participation after 3.21
- ☐ Celebrate 3.21 provides toolkits, templates, and support

READY?

Email **[email]** with your town, your local lead, and your team. We'll send the full toolkit library and set up your local page.