



BUSINESS TOOLKIT • GIVE (OPTIONAL)

Business Give Kit

Always optional • always appreciated



For businesses that want to go a step further. Giving is always optional: every business that rocks, shares, or displays is a full participant. Inside: simple giving ideas, how to run a promotion the right way, where donations go, and ready-to-print signs.

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IF YOU'D LIKE TO GIVE

Seven simple ways to give

Pick one, or none. We're just as grateful for a window sign and a team in fun socks.

"We're not asking every business to donate. We're asking every business to participate."

1

\$321 Business Challenge

Give \$321 (or \$32.10) as a business, then challenge 3 other businesses to match it.

EASIEST

2

\$3.21 from every ____

A set amount from a featured item, service, class, or order during 3.21 Week.

PROMOTION

3

3.21% of a day's sales

Give 3.21% of sales on one day, like Friday, March 19.

PROMOTION

4

Round-up at checkout

Invite customers to round up their total. You pass every cent along.

CUSTOMERS GIVE

5

QR code or donation jar

A counter sign where customers can give directly online.

CUSTOMERS GIVE

6

Employee match

Match employee gifts up to a set amount.

FOR EMPLOYERS

7

In-kind gift

Donate printing, signs, food for an event, photography, or your services.

NON-CASH

BEFORE YOU START

- ☐ Tell us which way you'll give on the sign-up form
- ☐ For any promotion (ideas 2-4), contact us first
- ☐ Use the approved sign wording in this kit

EVERY GIFT COUNTS

Your gift is added to the community total and shared in the campaign recap. **[Add a sentence on what gifts make possible]**

FUN 3.21 AMOUNTS

\$3.21

per item or service

\$32.10

a small-business gift

\$321

the Business Challenge

\$3,210

for larger employers

DO IT RIGHT

Running a promotion the right way

When a business advertises that part of a sale goes to a charity, it's called a **charitable sales promotion**. A few simple steps keep it clear and honest for your customers.

FIVE STEPS

1

Talk to us first

Tell the Celebrate 3.21 team what you'd like to do. We'll confirm details and send a short written agreement if needed.

2

Choose a clear amount

A set amount (like \$3.21 per item) is clearer than a percentage. If you use a percentage, say of what: "3.21% of total sales on March 19."

3

Set the dates

For example, March 15–21, 2027.

4

Use the approved wording

Every sign, post, and menu says exactly what's given, to whom, and when.

5

Report and give

Send your total and payment by March 31. We'll send a receipt and a thank-you.

APPROVED SIGN WORDING (FILL IN)

From **[dates]**, **[Business]** will donate **[amount]** from every **[item or service]** sold to Continue the Story, a 501(c)(3) nonprofit, for Celebrate 3.21. **[Up to \$____ / No maximum]**

ALWAYS INCLUDE

- ☐ The exact amount or percentage
- ☐ The charity: Continue the Story (501(c)(3)) for Celebrate 3.21
- ☐ The dates
- ☐ Any maximum ("up to \$____")

AVOID

- "Proceeds go to..." (unclear)
- "A portion of sales" without a number
- Saying customers' purchases are tax-deductible (they aren't)

A note on the rules. Ohio law (Ohio Revised Code Chapter 1716) regulates charitable organizations and how charitable sales promotions are run. Celebrate 3.21 is confirming exact requirements and wording with our attorney and CPA. **[Update this note after legal review]** This kit is general information, not legal or tax advice.

EXAMPLE, FILLED IN

"From March 15–21, 2027, Main Street Coffee will donate \$1 from every Extra Joy drink sold to Continue the Story, a 501(c)(3) nonprofit, for Celebrate 3.21. Up to \$500."

TRANSPARENCY

Where donations go

We want every business and customer to know exactly where their gift goes.

WHO RECEIVES GIFTS

Celebrate 3.21 is a program of **Continue the Story**, a 501(c)(3) nonprofit. All gifts are made to Continue the Story and designated for Celebrate 3.21.

EIN: [EIN]

Mailing address: [address]

HOW TO GIVE

- **Online:** Celebrate321.org/give [confirm link]
- **Check:** payable to **Continue the Story**, memo "Celebrate 3.21"
- **Mail or drop off:** [address]
- **Questions:** [Name] · [phone] · [email]

HOW GIFTS ARE USED

[Describe how Celebrate 3.21 funds are used, for example: campaign materials, programs and resources for people with Down syndrome and their families, community events, and grants to local partners.]

RECEIPTS & TAXES

- Gifts to a 501(c)(3) are generally tax-deductible for the giver. Ask your tax advisor.
- Receipts are sent by Continue the Story for gifts from the business.
- When a business runs a promotion, the business is the donor. Customers' purchases are not tax-deductible to them.
- Round-up and QR gifts made directly by customers receive their own receipts [confirm].

WE REPORT BACK

After 3.21, we'll share the community total and what it made possible with every participating business.

Questions? We're happy to talk through any giving idea. Contact [Name] · [phone] · [email].

OUR PROMISE TO GIVERS

Thank you, fast

Every gift receives a thank-you and, where applicable, a receipt within [2 weeks].

Clear reporting

A public recap of the community total and how it's used.

Never pressure

We'll never pressure a business to give, or publish amounts without permission.

CELEBRATE **3.21**

THE \$321 BUSINESS CHALLENGE

We gave \$321 for 3.21!

To celebrate people with Down syndrome, **[Business]**
gave \$321 to Celebrate 3.21. Now we're challenging:

Can you match it?

[Celebrate321.org/give](https://celebrate321.org/give) · [#Celebrate321](https://twitter.com/Celebrate321)

PRINTABLE

"\$3.21 from every ___" signs (2 per page)

Fill in your item and the details in the small print. Use a marker for easy reading.



3.21 WEEK · MARCH 15-21

\$3.21 from every _____



goes to Celebrate 3.21, celebrating people with Down syndrome in our community!



From _____, _____ will donate \$3.21 from every _____ sold to Continue the Story, a 501(c)(3) nonprofit, for Celebrate 3.21. Up to \$_____ / no maximum. Purchases are not tax-deductible.

3.21 WEEK · MARCH 15-21

\$3.21 from every _____



goes to Celebrate 3.21, celebrating people with Down syndrome in our community!



From _____, _____ will donate \$3.21 from every _____ sold to Continue the Story, a 501(c)(3) nonprofit, for Celebrate 3.21. Up to \$_____ / no maximum. Purchases are not tax-deductible.

PRINTABLE

"3.21% of sales" and round-up signs

Cut in half and display at the register. Fill in the small print before posting.



TODAY ONLY · _____

3.21%

of today's sales



go to Celebrate 3.21 for World Down Syndrome Day. Thank you for shopping with us!

From _____, _____ will donate 3.21% of total sales on that day to Continue the Story, a 501(c)(3) nonprofit, for Celebrate 3.21. Up to \$_____ / no maximum. Purchases are not tax-deductible.

3.21 WEEK · MARCH 15-21

Round up for 3.21?



Ask us to round up your total! Every cent goes to Celebrate 3.21, celebrating people with Down syndrome.

100% of round-up gifts go to Continue the Story, a 501(c)(3) nonprofit, for Celebrate 3.21.

PRINTABLE

QR donation sign & donation-jar label

Add your QR code (we'll send it) in the dashed box. Tape the label to a clear jar or wrap it around a big sock!



Scan to give for 3.21!

Help celebrate people with Down syndrome in our community. Any amount, even \$3.21, makes a difference.

Celebrate321.org/give · #Celebrate321



Gifts go to Continue the Story, a 501(c)(3) nonprofit, for Celebrate 3.21, and are tax-deductible as allowed by law.



Socks for 3.21

Drop your change to celebrate people with Down syndrome!



100% of gifts go to Continue the Story, a 501(c)(3) nonprofit, for Celebrate 3.21.

AFTER 3.21

Business giving report

Send this with your gift by March 31, 2027, or report online at Celebrate321.org/join **[confirm]**.

Business name _____ Contact name _____
Phone _____ Email _____

WHAT WE DID

- | | |
|---|---|
| ☐ \$321 Business Challenge | ☐ \$3.21 from every ____ |
| ☐ 3.21% of a day's sales | ☐ Round-up at checkout |
| ☐ QR code / donation jar | ☐ Employee match |
| ☐ In-kind gift | |

Details (item, dates, etc.) _____

OUR TOTAL

Business gift \$ _____	Customer round-up / jar \$ _____
Employee match \$ _____	Total enclosed or sent \$ _____
☐ Check enclosed (payable to Continue the Story)	
☐ Paid online	
☐ In-kind gift (describe below)	
In-kind description & value _____	

SHARE YOUR STORY (OPTIONAL)

How did it go? _____

☐ OK to share our total publicly
☐ Photos attached / sent

OFFICE USE

Received _____
Receipt sent _____
Thank-you sent _____
Entered by _____



Thank you for giving!

Mail to **[address]**, drop off at **[location]**, or email a photo of this form to **[email]**.