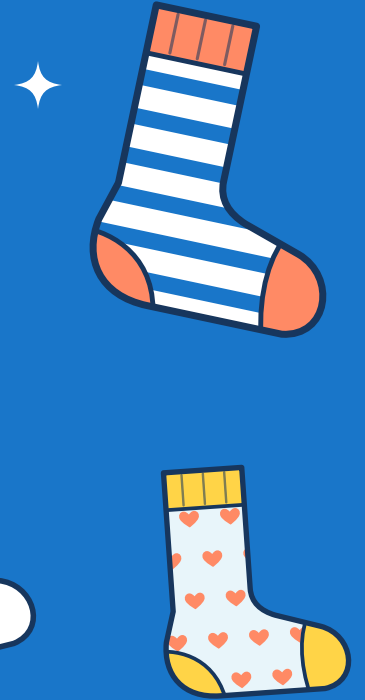


Ideas by Business Type

17 business types • 170 ideas



Don't invent something from scratch. Find your kind of business and pick from ready-made ideas. Each card has a Keep It Easy idea and a Go Big idea for all five ways to show up: Rock, Share, Display, Give, and Create.

WHAT'S INSIDE

- | | |
|-----------------------------|------------------------------|
| 1 Restaurant & café | 2 Coffee, dessert & bakery |
| 3 Retail, salon & fitness | 4 Healthcare & senior living |
| 5 Banks, real estate & auto | 6 Home services & trades |
| 7 Pets & hospitality | 8 Employers & professional |

START HERE

Find your business

Pick at least one idea. Mix easy and big ideas however you like. No card fits exactly? Borrow from another card, or use the blank card on the last page.



Restaurant or café

The 3.21 Special · page 3



Ice cream, dessert, or bakery

An Extra Scoop of Joy · page 4



Salon, spa, or barber

Rock Your Socks & Style · page 5



Dental, pediatric, or healthcare

Smiles for 3.21 · page 6



Bank, credit union, or insurance

The \$321 Challenge · page 7



Home services (HVAC, plumbing, electric)

Building a More Inclusive Community · page 8



Pet care, vet, or grooming

Pups Rock Socks, Too · page 9



Hotel or hospitality

Stay for 3.21 · page 10



Construction or industrial supply

Built for Belonging · page 11



Coffee shop

The Extra Joy Drink · page 3



Retail, grocery, or pharmacy

The 3.21 Display · page 4



Gym, fitness, or yoga

The 3-2-1 Challenge · page 5



Senior living

Socks for Every Generation · page 6



Real estate or apartments

Everyone Belongs Here · page 7



Automotive

Drive-In for 3.21 · page 8



Manufacturing, logistics, or large employer

The Company Sock Day · page 9



Professional services, IT, or marketing

Show Up Online · page 10

HOW TO USE A CARD

- Pick your **Keep it easy** or **Go big** idea for any of the five ways
- Write your pick at the bottom of the card
- Tell us on the sign-up form, so we can cheer you on
- Grab the matching signs from the Signage Kit

*ABOUT THE GIVE IDEAS

Any idea where part of a sale or service goes to Celebrate 3.21 is a **charitable sales promotion**. Please contact us first and use the approved sign wording in the Give Kit, so customers know exactly what's given. Giving is always optional.



Restaurant or café

IDEA NAME: THE 3.21 SPECIAL

	KEEP IT EASY	GO BIG
ROCK	Staff wear fun socks all week	Servers in socks + a “sock of the day” shout-out
SHARE	Post your team’s feet with our caption	Post your 3.21 special every day of 3.21 Week
DISPLAY	Window cling + table tents	Blue & yellow table decor and menu inserts
GIVE	Tip-jar or counter QR sign	\$1 or \$3.21 from each 3.21 special*
CREATE	Name a dish “The 3.21” for the week	Create a blue & yellow special, or a family give-back night

Sample post: “We’re showing up for 3.21! This week it’s **The 3.21 Special**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Coffee shop

IDEA NAME: THE EXTRA JOY DRINK

	KEEP IT EASY	GO BIG
ROCK	Baristas rock their socks	“Show us your socks” for a free size upgrade
SHARE	Post a latte-and-socks photo	Feature a regular’s socks each day (with permission)
DISPLAY	Counter sign + window cling	Sock doodles on cups and a chalkboard message
GIVE	QR sign by the register	\$1 from every Extra Joy drink*
CREATE	Blue & yellow sprinkles or cups	Create an “Extra Joy” drink with a fun name

Sample post: “We’re showing up for 3.21! This week it’s **The Extra Joy Drink**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Ice cream, dessert, or bakery

IDEA NAME: AN EXTRA SCOOP OF JOY

	KEEP IT EASY	GO BIG
ROCK	Team wears fun socks	Sock-themed aprons or hats for the week
SHARE	Post your treat with our caption	Customer photo wall with #Celebrate321
DISPLAY	Window cling + case sign	Blue & yellow window display
GIVE	Round-up at the register	\$3.21 from every featured treat or dozen*
CREATE	Blue & yellow sprinkles	Sock cookies, a 3.21 cupcake, or a 3-scoop special

Sample post: “We’re showing up for 3.21! This week it’s **An Extra Scoop of Joy**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Retail, grocery, or pharmacy

IDEA NAME: THE 3.21 DISPLAY

	KEEP IT EASY	GO BIG
ROCK	Staff rock their socks	Sock day for every shift, every store
SHARE	Post a team photo	Feature 3.21 products and staff picks all week
DISPLAY	Window cling + register sign	An end-cap or window display of blue & yellow items
GIVE	Round-up at checkout	\$3.21 from a featured product, or a company gift*
CREATE	Sell or give away fun socks	A “3 for \$21” bundle or a kids’ sock station

Sample post: “We’re showing up for 3.21! This week it’s **The 3.21 Display**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Salon, spa, or barber

IDEA NAME: ROCK YOUR SOCKS & STYLE

	KEEP IT EASY	GO BIG
ROCK	Stylists rock their socks	Matching (mismatched!) team socks and aprons
SHARE	Post a chair-and-socks photo	Share a stylist's "why I rock my socks" post
DISPLAY	Window cling+ mirror clings	Blue & yellow station decor
GIVE	Tip-jar QR sign	\$3.21 from selected services*
CREATE	Blue & yellow nail or hair accents	A 3.21 add-on service or a customer giveaway

Sample post: "We're showing up for 3.21! This week it's **Rock Your Socks & Style**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321"

Our pick: _____ Our day: _____



Gym, fitness, or yoga

IDEA NAME: THE 3-2-1 CHALLENGE

	KEEP IT EASY	GO BIG
ROCK	Trainers teach in fun socks	Sock day for members, too
SHARE	Post the class in socks	Challenge members to post their 3-2-1 workout
DISPLAY	Window cling+ lobby sign	Blue & yellow class decor
GIVE	QR sign at the front desk	A donation-based class or \$3.21 per drop-in*
CREATE	3 exercises, 21 reps each	A 3-2-1 workout, run, or ride open to the community

Sample post: "We're showing up for 3.21! This week it's **The 3-2-1 Challenge**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321"

Our pick: _____ Our day: _____



Dental, pediatric, or healthcare

IDEA NAME: SMILES FOR 3.21

	KEEP IT EASY	GO BIG
ROCK	Team wears fun socks	Sock day with a team photo in the lobby
SHARE	Post a team feet photo	Share our “Learn one thing” fact post
DISPLAY	Waiting-room poster	Kids’ coloring sheets and a 3.21 display
GIVE	QR sign at check-in	Sponsor family resources or campaign printing
CREATE	Sock stickers for young patients	A sock-decorating station in the waiting room

Sample post: “We’re showing up for 3.21! This week it’s **Smiles for 3.21**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Senior living

IDEA NAME: SOCKS FOR EVERY GENERATION

	KEEP IT EASY	GO BIG
ROCK	Staff and residents rock their socks	A resident sock parade or sock-judging contest
SHARE	Post a (permission-OK) feet photo	Share a resident’s sock story, with consent
DISPLAY	Lobby poster	Resident-made art display
GIVE	Staff sock-day donation jar	A company or resident-council gift*
CREATE	Decorate-a-sock activity	Invite local families or students for a sock craft

Sample post: “We’re showing up for 3.21! This week it’s **Socks for Every Generation**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Bank, credit union, or insurance

IDEA NAME: THE \$321 CHALLENGE

	KEEP IT EASY	GO BIG
ROCK	Branch team rocks their socks	Every branch, same day, with a team photo
SHARE	Post a lobby team photo	Feature 3.21 on your homepage and email
DISPLAY	Lobby and window signs	Teller-line signs and blue & yellow decor
GIVE	A \$321 business gift	Challenge 3 other businesses to match your \$321*
CREATE	Sock lollipops or stickers at the counter	Sponsor campaign printing or a community event

Sample post: “We’re showing up for 3.21! This week it’s **The \$321 Challenge**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Real estate or apartments

IDEA NAME: EVERYONE BELONGS HERE

	KEEP IT EASY	GO BIG
ROCK	Agents or staff rock their socks	Office-wide sock day and team photo
SHARE	Post: “Everyone deserves a community where they belong”	A short video tour in socks
DISPLAY	Office sign + window cling	3.21 sign riders on listings or leasing signs
GIVE	QR sign in the office	\$3.21 or \$321 from each closing or lease in March*
CREATE	Welcome-bag sock gift	A resident or client sock drive

Sample post: “We’re showing up for 3.21! This week it’s **Everyone Belongs Here**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Home services (HVAC, plumbing, electric)

IDEA NAME: BUILDING A MORE INCLUSIVE COMMUNITY

	KEEP IT EASY	GO BIG
ROCK	Crews wear fun socks	Crew photo with trucks and socks
SHARE	Post a crew feet photo	Post every day from job sites (with homeowner OK)
DISPLAY	Office sign + window cling	Vehicle magnets on the fleet
GIVE	A company gift	\$3.21 from every service call in 3.21 Week*
CREATE	A 3.21 door hanger or thank-you card	Sponsor campaign signs, printing, or an event

Sample post: “We’re showing up for 3.21! This week it’s **Building a More Inclusive Community**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Automotive

IDEA NAME: DRIVE-IN FOR 3.21

	KEEP IT EASY	GO BIG
ROCK	Team wears fun socks	Service team and sales team sock-off
SHARE	Post a showroom team photo	A “socks on the dash” photo series
DISPLAY	Showroom sign + window cling	Blue & yellow balloons on the lot
GIVE	QR sign at the service desk	\$3.21 from every oil change or test drive*
CREATE	Sock air fresheners or stickers	A featured-vehicle display or community car wash

Sample post: “We’re showing up for 3.21! This week it’s **Drive-In for 3.21**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Pet care, vet, or grooming

IDEA NAME: PUPS ROCK SOCKS, TOO

	KEEP IT EASY	GO BIG
ROCK	Team wears fun socks	Blue & yellow bandanas for pets (with owner OK)
SHARE	Post a pet-and-socks photo	A pet photo day with #Celebrate321
DISPLAY	Lobby sign + window cling	A photo-booth corner with 3.21 props
GIVE	QR sign at the front desk	\$3.21 from selected appointments*
CREATE	3.21 bandanas	A pet-photo fundraiser day

Sample post: “We’re showing up for 3.21! This week it’s **Pups Rock Socks, Too**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Manufacturing, logistics, or large employer

IDEA NAME: THE COMPANY SOCK DAY

	KEEP IT EASY	GO BIG
ROCK	All-company sock day	Every shift, every site, with a big team photo
SHARE	Post one company photo	A LinkedIn post from leadership about belonging
DISPLAY	Break-room poster	Lobby display and signs at every site
GIVE	Employee donation jar	A company gift or employee match*
CREATE	Share the Down syndrome 101 page	A disability-inclusion hiring commitment or partnership

Sample post: “We’re showing up for 3.21! This week it’s **The Company Sock Day**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321”

Our pick: _____ Our day: _____



Hotel or hospitality

IDEA NAME: STAY FOR 3.21

	KEEP IT EASY	GO BIG
ROCK	Front desk rocks their socks	Every department, every shift
SHARE	Post a lobby team photo	Share guest photos (with permission)
DISPLAY	Lobby sign + window cling	Blue & yellow lobby lighting or decor
GIVE	Guest round-up QR sign	A room package give-back*
CREATE	Sock-themed welcome treat	Host a community meet-up or family event

Sample post: "We're showing up for 3.21! This week it's **Stay for 3.21**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321"

Our pick: _____ Our day: _____



Professional services, IT, or marketing

IDEA NAME: SHOW UP ONLINE

	KEEP IT EASY	GO BIG
ROCK	Team rocks their socks	Sock day plus a fun team video
SHARE	Post a team feet photo	Feature 3.21 in your newsletter and email signature
DISPLAY	Office sign + digital badge	Website banner for March
GIVE	A \$32.10 or \$321 gift	Donate services: design, printing, photos, or media*
CREATE	A 3.21 Zoom background	Offer skills to a local Down syndrome group

Sample post: "We're showing up for 3.21! This week it's **Show Up Online**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321"

Our pick: _____ Our day: _____



Construction or industrial supply

IDEA NAME: BUILT FOR BELONGING

	KEEP IT EASY	GO BIG
ROCK	Crews wear fun socks	Job-site sock day with a crew photo
SHARE	Post a crew photo	Post a photo from every site
DISPLAY	Counter sign + window cling	Banners on job-site fences
GIVE	A company gift	Sponsor campaign signs or printing*
CREATE	Hard-hat stickers	Build a photo frame or display for a community event

Sample post: "We're showing up for 3.21! This week it's **Built for Belonging**, and our team is rocking our brightest socks to celebrate people with Down syndrome in our community. Stop by and say hi! #Celebrate321"

Our pick: _____ Our day: _____



Your business: _____

IDEA NAME: _____

	KEEP IT EASY	GO BIG
ROCK		
SHARE		
DISPLAY		
GIVE		
CREATE		

Our caption _____

Our pick: _____ Our day: _____