



BUSINESS TOOLKIT • PARTICIPATION GUIDE

Business Participation Guide

Participation, not obligation



Everything your business needs to show up for World Down Syndrome Day. Pick from five simple ways to take part, choose how big you want to go, and use our ready-made signs, social posts, and ideas made for your type of business. Most businesses spend about 15 minutes.

WHAT'S INSIDE

- | | | | |
|---|-------------------------|---|--------------------------|
| 1 | What is Celebrate 3.21? | 2 | The five ways to show up |
| 3 | Pick your level | 4 | Key dates for 2027 |
| 5 | What you get | 6 | Business FAQ |
| 7 | Doing it respectfully | 8 | Sign-up form |

WELCOME

What is Celebrate 3.21?

Celebrate 3.21 is a community movement for World Down Syndrome Day. It is a program of Continue the Story, a 501(c)(3) nonprofit. It starts in Canal Winchester, Ohio, in 2027.

Imagine driving through a community on March 21 and seeing business after business, school after school, and church after church celebrating people with Down syndrome. Window signs everywhere. Employees in mismatched socks. Special menu items. Social feeds full of bright feet.

The goal is for every person with Down syndrome and their family to see a whole community saying: **You are valued. You belong here. We celebrate you.**

WHAT IS DOWN SYNDROME?

Down syndrome happens when a person has an extra copy of chromosome 21. It happens naturally, in every kind of family. About 5,700 babies with Down syndrome are born in the U.S. each year.

WHY MARCH 21?

Three copies of chromosome 21: **3/21**. The United Nations recognized World Down Syndrome Day in 2011, and it's celebrated around the world every year.

WHY SOCKS?

Bright, mismatched socks are a fun, simple way to say *different looks good here*, and they get people asking questions.

WHY IT'S GOOD FOR YOUR BUSINESS, TOO

- Customers love seeing local businesses care about their community
- It's a fun, low-cost team-building day
- Free visibility on Celebrate321.org and campaign social media
- Easy content for your social feeds
- You join a movement of neighbors, not a one-off ask

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

Participation is free. Giving is always optional.

OUR STORY

[Add 2–3 sentences on why Celebrate 3.21 started]

THE CANAL WINCHESTER GOAL

Participation from essentially **every** business and organization in town. It starts with the **Founding 21**, and grows one invitation at a time.

THE MENU

Five ways to show up

Pick one, pick a few, or do all five. Every business that takes part counts, whatever it does.



ROCK

Wear fun, mismatched socks

KEEP IT EASY

- Your team wears fun socks on Friday, March 19
- Post a sign: "Ask us why we're wearing crazy socks!"

GO BIG

- Sock day for the whole company, with a team photo
- Hand out fun socks to customers or clients



SHARE

Post about it

KEEP IT EASY

- Post one photo with a caption from our caption bank
- Share Celebrate 3.21's posts during 3.21 Week

GO BIG

- Post every day of 3.21 Week
- Email your customers about 3.21



DISPLAY

Put up a sign

KEEP IT EASY

- Put the window cling up March 1-31
- Set a counter sign by your register

GO BIG

- A full window display in blue & yellow
- Signs in every location, vehicle, or job site



GIVE

Give, if you'd like

KEEP IT EASY

- Give a \$32.10 or \$321 business gift
- Put a QR donation sign at your counter

GO BIG

- \$3.21 from every _____, or a round-up at checkout
- Challenge 3 other businesses to give \$321



CREATE

Make it yours

KEEP IT EASY

- Name something "3.21" for the week
- Blue & yellow balloons or decor

GO BIG

- A 3.21 menu item, drink, service, or class
- Host a customer event or a 3-2-1 challenge

Not sure what fits? See **Ideas by Business Type** for 17 kinds of businesses, each with an easy and a go-big idea for all five ways.

PICK YOUR LEVEL

Three ready-made plans

Choose the one that fits your time and team. You can always add more later.

The 15-minute plan

Perfect for any business

- ☐ Sign up online (2 minutes)
- ☐ Put the window cling up when it arrives
- ☐ Team wears fun socks Friday, March 19
- ☐ Snap a team feet photo and post it with our caption

The 1-hour plan

For businesses that want to do a little more

- ☐ Everything in the 15-minute plan
- ☐ Counter sign + “Ask us why” sign
- ☐ Send our email to your team and customers
- ☐ Give a \$32.10 or \$321 business gift (optional)

The all-in plan

For businesses that want to lead

- ☐ Everything in the 1-hour plan
- ☐ Create a 3.21 special, service, or challenge
- ☐ Give \$3.21 from every ____ (optional)
- ☐ Invite 3 other businesses to join you

CLOSED ON THE WEEKEND?

March 21, 2027 is a **Sunday**, so we’re celebrating all week: **3.21 Week, March 15–21**. Most businesses rock their socks on **Friday, March 19**. Pick whatever day works for you.

PART OF A FRANCHISE OR CHAIN?

Many franchise and corporate locations can take part with signs, socks, and social posts. If you need approval for signage or promotions, check with your corporate team early. We’re happy to send them information.

INVITE A NEIGHBOR

The fastest way this grows is one business inviting another. When you sign up, think of **three businesses** you could invite: a neighbor, a vendor, or a friend’s business.

1. _____ 2. _____ 3. _____

PLAN AHEAD

Key dates for 2027

Here's the whole timeline. Most of the work is a few minutes here and there.

TIMELINE

- 1 **Now— [deadline]**
Sign up at Celebrate321.org/join. Tell us which of the five ways you'll do.
- 2 **January–February**
Get your toolkit: signs, social graphics, captions, and ideas. Order or gather fun socks for your team.
- 3 **Late February**
Your window cling and printed kit arrive (or pick them up at [location]).
- 4 **March 1**
Put the window cling up. Post a "We're in!" save-the-date.
- 5 **March 15–21**
3.21 Week! Signs up, specials running, posts going out.
- 6 **Friday, March 19**
Rock Your Socks at work. Take the team feet photo!
- 7 **Sunday, March 21**
World Down Syndrome Day. Post your photo and share others.
- 8 **By March 31**
Send us your photos and a quick report. Get your certificate and thank-you.

GET YOUR TEAM READY

- ☐ Tell your team the date early
- ☐ Share the team email and the "Down syndrome 101" page
- ☐ Buy or bring fun socks (dollar stores work great!)
- ☐ Choose who takes the photo

GET YOUR CUSTOMERS READY

- ☐ Save-the-date post March 1
- ☐ Counter sign up during 3.21 Week
- ☐ Tell regulars about your special
- ☐ Invite them to rock their socks, too

3.21 WEEK

March 15–21, 2027

Rock Your Socks Friday · March 19

WHERE TO GET SOCKS

Dollar stores, big-box stores, and online. Ask your team to bring their own brightest pair, or buy a few spares to share.

NEED MORE SIGNS?

Everything in the Signage Kit can be printed on any office printer. Need more window clings? Contact us.

YOUR CONTACT

[Name] · [phone] · [email]

RECOGNITION

What your business gets

Every participating business is celebrated, whether you put up one sign or go all in.



Listed on Celebrate321.org

Your business name (and logo, if you send it) on our community page.



Window cling & signs

A cling for your door and printable counter, register, and team signs.



Proud Business badge

A digital badge for your website, email, and social media.



Social media toolkit

Ready-to-post graphics and captions, plus a posting plan.



Business spotlights

Chances to be featured on Celebrate 3.21's social media.



Be part of the count

"47 Canal Winchester businesses are in!" Your business helps make it real.

WHAT WE ASK OF YOU

- ☐ Do what you signed up for (big or small!)
- ☐ Use Celebrate 3.21 materials as they're designed
- ☐ Send us a photo and a quick report by March 31
- ☐ Follow the respectful-language and photo tips on the next pages

USING THE CELEBRATE 3.21 NAME & LOGO

Participating businesses may use the logo, signs, and graphics in this kit to show they're taking part. Please don't change the logo or suggest Celebrate 3.21 endorses a product. For any promotion where part of a sale goes to Celebrate 3.21, please use the approved wording in the Give Kit.

HOW WE CELEBRATE YOU

Before 3.21

Your name on the website and in the running count of businesses that are in.

During 3.21 Week

Campaign posts share and tag participating businesses.

After

A certificate, a thank-you, and your photos in the campaign recap.

QUESTIONS

Business FAQ

The questions we hear most. Don't see yours? Contact us anytime.

Does it cost anything?

No. Participation is free. Signs and social posts are provided. Giving is optional.

How much time does it take?

Most businesses spend about 15 minutes. The all-in plan might take a few hours.

March 21 is a Sunday. Now what?

Celebrate any day of 3.21 Week (March 15–21). Most businesses rock their socks Friday, March 19.

Do we have to donate?

No. We're asking every business to participate, not to donate. If you'd like to give, the Give Kit has easy options.

Where do donations go?

To Continue the Story, a 501(c)(3) nonprofit that runs Celebrate 3.21, to support people with Down syndrome and their families. **[Confirm how funds are used]**

Is it tax-deductible?

Gifts to a 501(c)(3) are generally tax-deductible. Ask your tax advisor about your situation. Receipts come from Continue the Story.

Can we do a "portion of sales" promotion?

Yes. Please contact us first and use the approved wording in the Give Kit, so customers know exactly what's given.

Is this political or religious?

No. It's a community celebration of people with Down syndrome. Businesses, schools, churches, and neighbors of every background take part.

Can we post photos of customers?

Only with their permission, and never of children without a parent's OK. Feet photos are easy and fun!

We have an employee with Down syndrome. Should we feature them?

Only if they want to be, in their own words. Let them decide how (or whether) they're included.

We already support another Down syndrome group.

Wonderful! Keep it up. You can still rock, share, and display with us. Every bit of celebration helps.

What if we miss the sign-up deadline?

Join anyway! Signs and social posts are downloadable any time. We just may not be able to print your name in early materials.

Still have questions? Contact [Name] · [phone] · [email], or visit Celebrate321.org/join.

DOING IT WELL

Celebrate respectfully

A few simple guidelines keep the focus where it belongs: on people with Down syndrome as valued members of our community.

SAY THIS

INSTEAD OF

People with Down syndrome

Down's people, Downs kids

Has Down syndrome

Suffers from / afflicted with

Celebrate, include, belong

Pity, brave, burden

Adults with Down syndrome

"Kids" (for adults), "angels," "forever young"

Typical / without Down syndrome

Normal, healthy (as the opposite)

Never use the r-word. When in doubt, ask the person or family what they prefer.

DO

- Celebrate: joyful, bright, and fun
- Share accurate facts from our materials
- Use photos only with permission
- Keep promotions honest and clear

PLEASE DON'T

- Use pity or "inspiration" language
- Use a person with Down syndrome in marketing without their consent
- Make medical or health claims
- Suggest Celebrate 3.21 endorses a product

PHOTO TIPS

- Team feet photos are easy, fun, and private
- Ask before photographing customers
- Never post children without a parent's permission
- Tag @Celebrate321 and use #Celebrate321

WELCOMING EVERY CUSTOMER

3.21 is a great time to make sure every customer feels welcome. The **Team Kit** includes a one-page guide to serving customers with disabilities: be patient, speak to the person directly, and ask before helping.

3 FACTS YOU CAN SHARE WITH CONFIDENCE

Down syndrome happens when a person has an extra copy of chromosome 21. That's why we celebrate on 3/21.

About 5,700 babies with Down syndrome are born in the U.S. each year.

Today, many people with Down syndrome live into their 60s, go to school and work, and are active members of their communities.

SAY YES

Business sign-up form

Prefer paper? Fill this out and give it to your Celebrate 3.21 contact, or sign up online at Celebrate321.org/join.

Business name _____ Type of business _____

Contact name _____ Title _____

Phone _____ Email _____

Address _____ Website / social handles _____

SIGN-UP QR

WE'LL SHOW UP BY... (CHECK ALL)

- ☐ **ROCK:** team wears fun socks
- ☐ **DISPLAY:** window cling & signs
- ☐ **CREATE:** our own 3.21 idea
- ☐ **SHARE:** post on social media
- ☐ **GIVE:** a gift or promotion (optional)

Our idea (if you have one) _____

OUR PLAN

- ☐ The 15-minute plan
- ☐ The 1-hour plan
- ☐ The all-in plan
- ☐ Not sure yet

Our celebration day(s) _____

Number of employees _____

YOUR KIT

- ☐ Window cling
- ☐ Counter sign
- ☐ Social graphics
- ☐ Team email
- ☐ Idea card for our type

Cling size / number of doors _____

- ☐ OK to list our business on Celebrate321.org
- ☐ We'll send our logo

Businesses we'll invite (up to 3) _____

How did you hear about us? _____ Best way to reach you _____

Signature _____ Date _____

OFFICE USE

Received by _____ Date entered _____

Kit delivered _____ Follow-up date _____