



BUSINESS TOOLKIT • RECOGNITION & FOLLOW-UP

Recognition & Follow-Up Kit

Say thank you, loudly



Celebrate the businesses that showed up, and keep them coming back next year. This kit has the Proud Business badge, a certificate, a business spotlight template, a thank-you letter, a quick report-back form, and a campaign results one-pager.

WHAT'S INSIDE

- 1 Proud Business badge (PNG)
- 2 Certificate
- 3 Founding 21 certificate
- 4 Business spotlight template
- 5 Thank-you letter
- 6 Report-back form
- 7 Campaign results one-pager
- 8 Next-year invitation

FOR THE CELEBRATE 3.21 TEAM

Recognition plan

Businesses that feel celebrated come back, and bring their friends. Here's the rhythm.

WHEN TO DO WHAT

1

When they sign up

Send the Proud Business badge, add them to the website and the running count, and post a welcome.

2

During 3.21 Week

Share and tag their posts. Feature 3-5 business spotlights a day.

3

By March 31

Collect report-back forms and photos.

4

First week of April

Send the thank-you letter and certificate. Post the campaign results.

5

Fall

Send the next-year invitation to every participating business.



Business_Proud_Badge.png · 1080x1080
For websites, email, and social media



Business_Spotlight_Template.png
Open in Canva, add a photo and name

WELCOME POST

“Welcome, [Business]! They’re showing up for 3.21. That’s [number] Canal Winchester businesses and counting! #Celebrate321”

SPOTLIGHT POST

“Business spotlight: [Business] is [what they’re doing]! Stop by during 3.21 Week and show them your socks. #Celebrate321”

COUNT UPDATE

“[Number] businesses are in! Is yours? Join them in 2 minutes at Celebrate321.org/join #Celebrate321”



THIS CERTIFIES THAT

is a

Proud Celebrate 3.21 Business

for showing up for people with Down syndrome and helping make our
community a place where everyone belongs.

Celebrate 3.21

Year

You are valued. You belong here. We celebrate you.





THIS CERTIFIES THAT

_____ is a
**Founding 21
 Business**

one of the first 21 businesses and organizations to say yes to Celebrate
 3.21, and to lead the way for our whole community.

_____ Celebrate 3.21

_____ Year

You are valued. You belong here. We celebrate you.



LETTER · PERSONALIZE AND SIGN

Thank-you letter

Send the first week of April with the certificate. Add one specific detail about what they did.

Dear **[Name]** and the **[Business]** team,

Thank you for showing up for 3.21!

This year, **[number]** **Canal Winchester businesses**, along with schools, churches, and families, came together to celebrate people with Down syndrome on World Down Syndrome Day.

[Business] was a big part of it. **[Specific detail: “Your team’s feet photo was one of our favorites,” or “Your Extra Joy drink was a hit.”]**

To every person with Down syndrome and their family in our community, you helped send a clear message: **You are valued. You belong here. We celebrate you.**

Enclosed is your Proud Celebrate 3.21 Business certificate. We hope you’ll display it proudly, and that you’ll join us again next year. We’ll be in touch this fall.

With gratitude,

[Your name]

Celebrate 3.21 · A Continue the Story Initiative

ALSO SEND

- ☐ The certificate
- ☐ A link to the campaign recap
- ☐ Their photos, if they sent them
- ☐ A thank-you post tag on social media

IF THEY GAVE

Include the gift receipt from Continue the Story (if applicable) and the total they helped raise. Never publish amounts without their OK.

BY MARCH 31, 2027

How did 3.21 go?

A 2-minute form for participating businesses. Send it with a photo or two! Online version:

Celebrate321.org/join [\[confirm\]](#)

Business name _____ Your name _____

Phone _____ Email _____

WHAT DID YOU DO? (CHECK ALL)

☐ ROCK: team wore fun socks

☐ DISPLAY: window cling & signs

☐ CREATE: our own 3.21 idea

☐ SHARE: posted on social media

☐ GIVE: a gift or promotion

☐ Invited another business

Tell us about it _____

BY THE NUMBERS

Employees who took part _____

Posts shared _____

Customers who asked about the socks _____

Amount given (if any) _____

HOW WAS IT?

How likely are you to join again next year?



1 = not likely · 5 = count us in!

What should we change? _____

A quote we can share (optional) _____

☐ OK to share our photos and quote

☐ Add us to next year's list

☐ We'd like to be a Founding business next year

CELEBRATE 3.21 • CANAL WINCHESTER 2027

Canal Winchester showed up for 3.21!



Here's what our community did together to celebrate people with Down syndrome.

[##]

businesses showed up

[##]

schools & classrooms

[##]

churches

[#,###]

pairs of fun socks

[###]

social posts

\$[#,###]

given (optional!)

PHOTO COLLAGE

THANK YOU TO OUR FOUNDING 21

[List Founding 21 names]

“ [A quote from a family or business] ”

EVERY PARTICIPATING BUSINESS

[Business names]

SEND IN THE FALL

Next-year invitation

Returning businesses are the easiest yes. Invite them early, and ask them to bring a friend.

EMAIL · SEPTEMBER OR OCTOBER

Subject: Will [Business] show up for 3.21 again?

Hi [Name],

Last March, [Business] was one of **[number] businesses** that showed up for people with Down syndrome. Thank you! [A detail from last year]

World Down Syndrome Day is coming again on **[date]**, and we'd love to have you back. As a returning business, you'll be listed first on Celebrate321.org, and we'll send your kit early.

This year's ask: **do what you did last year, and invite one more business to join you.**

Say yes in 2 minutes: [Celebrate321.org/join](https://celebrate321.org/join). Thank you for helping build a community where everyone belongs! [Your name]

RETURNING BUSINESS PERKS

- Listed first on the website
- Early kits
- A "Year 2" badge **[optional]**

ASK THEM TO LEVEL UP

- Keep it easy → add one Go Big idea
- Invite one neighbor business
- Become a Founding business

TRACK IT

- ☐ Returning vs. new businesses
- ☐ Who invited whom
- ☐ Report-back scores