



BUSINESS TOOLKIT • YOUR TEAM

Business Team Kit

Get your whole team in



Everything to get your employees excited and ready for 3.21: Rock Your Socks instructions, ready-to-send staff emails and chat messages, a one-page Down syndrome 101, a guide to welcoming customers with disabilities, what to say when customers ask, and extras for larger employers.

WHAT'S INSIDE

- 1 Rock Your Socks instructions
- 2 Staff emails & chat messages
- 3 Down syndrome 101 for staff
- 4 Myths & facts
- 5 Welcoming every customer
- 6 "Why the socks?" answers
- 7 Team photo guide
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FOR EVERY EMPLOYEE

Rock Your Socks Day

We're celebrating World Down Syndrome Day as a team. Here's everything you need to know.

HOW IT WORKS



Wear them

Your brightest, silliest, most mismatched socks. Dress-code-friendly options: fun socks with work shoes, or a sock pinned to your lanyard.



Snap the photo

Team feet photo at [time & place]. Everyone points their toes to the middle!



Answer the question

When customers ask about your socks, use the short answer on page 6. That's the whole point!



Share it (optional)

Post on your own social media with #Celebrate321 if you'd like, and share the business post.

OUR DAY

FRIDAY, MARCH 19

or [our day]

WHY SOCKS?

People with Down syndrome have three copies of chromosome 21, so the world celebrates on 3/21. Bright, mismatched socks are a fun way to say **different looks good here**, and they start conversations.

NO FUN SOCKS?

Dollar stores and big-box stores have them. Or ask [name]. We'll have a few spares!

PLEASE REMEMBER

- Photos of coworkers only with their OK
- Customers in photos only with permission
- Keep it joyful, never teasing

OUR ROCK YOUR SOCKS PLAN

Date _____ Photo time _____ Photo spot _____
 Photographer _____ Spare socks from _____ Questions? Ask _____

COPY & SEND

Staff emails & chat messages

Send the announcement 2–3 weeks before, a reminder the day before, and a thank-you after.

ANNOUNCEMENT · 2–3 WEEKS BEFORE

Subject: Rock Your Socks Day is [date]!

Hi team,

On [day, date], we're joining businesses across Canal Winchester to celebrate **World Down Syndrome Day** (March 21) with Celebrate 3.21.

Here's the ask: wear your brightest, most mismatched socks! We'll take a team feet photo at [time]. If a customer asks about your socks, you'll have the perfect answer (see the attached one-pager).

Why 3/21? People with Down syndrome have three copies of chromosome 21. It's a fun, simple way to say: *different looks good here*.

Thanks for showing up! [Name]

REMINDER · THE DAY BEFORE

Subject: Tomorrow: socks!

Quick reminder: tomorrow is Rock Your Socks Day! Wear your wildest pair. Team photo at [time] in [place]. No fun socks? Spares are at [location].

THANK-YOU · AFTER

Subject: Thank you for rocking your socks!

Team, thank you! Here's our photo [attach]. We were one of [number] Canal Winchester businesses celebrating people with Down syndrome this week. That's something to be proud of. [Name]

CHAT MESSAGES (TEAMS, SLACK, GROUP TEXT)

"Save the date! [Day] is Rock Your Socks Day for World Down Syndrome Day. Dig out your wildest socks!"

"Tomorrow's the day! Socks on, photo at [time]. Post yours with #Celebrate321!"

"Look at these feet! Thanks for showing up for 3.21, everyone! [photo]"

LEARN ONE THING

Down syndrome 101 for our team

A one-page primer to share with every employee. You don't need to be an expert, just kind and curious.

WHAT IS IT?

Down syndrome happens when a person has an extra copy of chromosome 21. It happens naturally, and it isn't caused by anything a parent did.

WHY 3/21?

Three copies of chromosome 21. The United Nations recognized World Down Syndrome Day in 2011. It's celebrated every March 21.

EVERY PERSON IS DIFFERENT

Like anyone, each person with Down syndrome has their own personality, strengths, and interests. Some things, like speech or learning, may take a little longer.

MYTHS & FACTS

MYTH

Down syndrome is rare.

FACT

About 5,700 babies with Down syndrome are born in the U.S. each year. It's one of the most common chromosomal conditions.

MYTH

Only older parents have babies with Down syndrome.

FACT

Down syndrome happens in families of every age and background. Most babies with Down syndrome are born to mothers under 35.

MYTH

People with Down syndrome are always happy.

FACT

People with Down syndrome have the full range of feelings, just like everyone else.

MYTH

People with Down syndrome can't work or live on their own.

FACT

Many go to school with their peers, work, volunteer, live on their own or with support, and are active members of their communities.

MYTH

People with Down syndrome don't live long.

FACT

Today, many people with Down syndrome live into their 60s, up from about 25 in 1983.

WORDS THAT WORK

- "A person with Down syndrome" (or ask what they prefer)
- "Has Down syndrome," not "suffers from"
- "Typical," not "normal"
- Never the r-word

LEARN MORE

- National Down Syndrome Society: ndss.org
- National Down Syndrome Congress: ndsccenter.org
- Down Syndrome Association of Central Ohio: dsaco.net

BEYOND 3.21

Welcoming every customer

About 1 in 4 U.S. adults has a disability. These six habits help every customer feel welcome, on 3.21 and every day.

SIX EVERYDAY HABITS

Talk to the person

Speak directly to the customer, not to their companion, caregiver, or interpreter.

Be patient

Give extra time to answer or decide. Don't finish sentences or rush.

Ask before helping

"Can I help with that?" Wait for a yes, and then do it their way.

Keep it simple

Short sentences, one question at a time. Point, show, or write if it helps.

Treat adults as adults

Use a normal tone of voice. No baby talk, and no "buddy" or "sweetie" unless you'd say it to anyone.

Respect the space

Don't touch or move wheelchairs, walkers, or canes. Service animals are working. Please don't pet them.

IF A CUSTOMER SEEMS OVERWHELMED

- Stay calm and lower your voice
- Offer a quieter spot or a moment to wait
- Keep words short and kind
- Don't stare, and help others not to

SMALL CHANGES THAT HELP A LOT

- ☐ A quieter shopping or visiting hour
- ☐ Seating near the door or counter
- ☐ Picture menus or a written list
- ☐ Clear paths and accessible entrances
- ☐ Staff who know where the accessible restroom is

HIRING & INCLUSION

Many people with Down syndrome and other disabilities are great employees. To learn more, contact Opportunities for Ohioans with Disabilities or your county board of developmental disabilities, or visit the Job Accommodation Network (askjan.org).

QUICK PRACTICE

A customer with Down syndrome is taking a while to order, and there's a line.

TRY THIS

Smile, stay relaxed, and give them the time they need. The line can wait a minute.

A parent answers every question you ask their adult son.

TRY THIS

Keep including him: look at him and ask him directly. Follow his lead.

A child covers their ears because the music is loud.

TRY THIS

Offer to turn it down, or point out a quieter spot. Keep it low-key.

PRINTABLE

“Why the socks?” answer cards

Cut apart and keep one by every register, desk, or phone. Practice once, then say it your way.



THE 10-SECOND ANSWER

**“It’s World Down Syndrome Day!
We’re wearing fun socks to
celebrate people with Down
syndrome.”**



IF THEY ASK “WHY 3/21?”

**“People with Down syndrome
have three copies of
chromosome 21. So: 3/21!”**



IF THEY ASK “WHY SOCKS?”

**“Mismatched socks are a fun
way to say different looks good
here, and it gets people asking,
like you did!”**



INVITE THEM IN

**“Want to join us? Post your
socks with #Celebrate321. You
can learn more at
Celebrate321.org.”**



SAY “SOCKS!”

Team photo guide

One great team photo is all you need. Here are four easy shots, plus a few tips.



The circle

Everyone points toes to the middle; shoot straight down from a chair or ladder (safely!).



The line-up

A row of feet along the counter, the loading dock, or the front steps.



The sign

Team behind the window sign or the “Ask us why” sign.



The work photo

Socks in action: on the job site, behind the chair, at the grill, in the truck.

TIPS

- Good light: near a window or outside
- Take several; pick the happiest
- Landscape for Facebook and LinkedIn; square for Instagram
- Include the window sign or logo if you can

PERMISSION

- Ask coworkers before posting faces
- Customers only with permission
- Never post children without a parent’s OK
- If someone would rather not be in it, that’s fine

THEN SHARE IT

Post with a caption from the Share Kit, tag **@Celebrate321**, and use **#Celebrate321**. Then send the photo to Celebrate 3.21 at [\[email\]](#) so we can include you in the community celebration!

CAPTION STARTERS

“No two socks alike, and that’s the point! Our team is celebrating World Down Syndrome Day. #Celebrate321”

“Why the crazy socks? 3 copies of chromosome 21 = 3/21! Happy World Down Syndrome Day. #Celebrate321”

“[Business] is showing up for 3.21! Different looks good here. #Celebrate321”

“Proud to be one of [number] Canal Winchester businesses celebrating people with Down syndrome. #Celebrate321”

FOR HR & LEADERSHIP

Extras for larger employers

Bigger teams can do even more: a message from leadership, a short lunch-and-learn, a company photo, and a giving match.

LEADERSHIP MESSAGE · EMAIL OR ALL-HANDS

Subject: Why we're rocking our socks

Team,

On [date], [Company] is joining Celebrate 3.21 for World Down Syndrome Day. It's a simple, fun way to say something we believe: everyone belongs in our community, and in our workplace.

I hope you'll join me in your brightest socks, and take a few minutes to read the Down syndrome 101 page. Small things, like how we welcome people and the words we use, make a big difference.

Thank you for showing up. [Name, Title]

LINKEDIN POST

"Today our team at [Company] rocked our socks for World Down Syndrome Day! We're proud to join [number] Canal Winchester businesses celebrating people with Down syndrome with @Celebrate321. Everyone belongs here. #Celebrate321 #WorldDownSyndromeDay"

15-MINUTE LUNCH-AND-LEARN

- 1 Why 3/21 (3 min)**
Share the Down syndrome 101 page.
- 2 Myths & Facts (5 min)**
Quick quiz: myth or fact?
- 3 Welcoming everyone (5 min)**
The six everyday habits.
- 4 Photo! (2 min)**
Company-wide feet photo.

EVERY SITE, SAME DAY

Share one date across all locations and shifts, and collect photos from each for a company collage.

EMPLOYEE GIVING MATCH

Optional: match employee gifts up to a set amount. See the Give Kit for details.

INCLUDE EVERYONE

Remote and field teams can join with a photo at home or on the job. Offer spare socks to anyone who needs them.

BEYOND 3.21: AN INCLUSION CHECKLIST FOR EMPLOYERS

- Job postings welcome applicants with disabilities
- Interview accommodations offered on request
- Managers know how to request workplace accommodations
- Accessible entrances, restrooms, and break rooms
- Partnerships with local disability employment programs
- Disability included in your diversity and inclusion efforts