

BUSINESS TOOLKIT • START HERE

Business Toolkit: Start Here

Sunday, March 21, 2027



Everything to invite businesses to take part in World Down Syndrome Day and help them say yes. This page shows what's in the toolkit, who each piece is for, what to hand a business, and the timeline to March 21, 2027.

WHAT'S INSIDE

- 1 What's in the toolkit
- 2 What to hand a business
- 3 Timeline to 3.21
- 4 Placeholders to fill in

THE TOOLKIT

What's in the Business Toolkit

Four groups: the **yes** kit (1-4), the **do** kit (5-7), the **give** kit (8), and **recognition** (9).

	RESOURCE	FOR	WHAT IT INCLUDES
1	Leave-Behind (2 pages)	Businesses	The one-page ask: 5 ways, what they get, sign-up QR, key dates, quick answers.
2	Participation Guide	Businesses	What Celebrate 3.21 is, the five ways, three plans, key dates, what they get, FAQ, respectful tips, sign-up form.
3	Ideas by Business Type	Businesses	17 business types with a Keep It Easy and Go Big idea for all five ways, plus sample posts.
4	Recruiting Kit	Celebrate 3.21 team	Founding 21 plan, letter, walk-in script, emails, texts, Chamber intro, objections, invite-3 cards, log.
5	Signage Kit + print files	Businesses	Window sign, poster, counter, register, table tents, break room, special sign, stickers; cling, rider, magnet files.
6	Team Kit	Business owners & HR	Rock Your Socks instructions, staff emails, Down syndrome 101, welcoming every customer, answer cards, photo guide.
7	Share Kit + 8 graphics	Businesses	Posting plan, caption bank, captions by type, customer email, website & Google posts, PNG graphics.
8	Give Kit (optional)	Businesses that want to give	7 ways to give, running a promotion the right way, where donations go, signs, giving report.
9	Recognition & Follow-Up Kit	Celebrate 3.21 team	Proud Business badge, certificates, spotlight template, thank-you letter, report-back form, results one-pager.

WHAT TO HAND A BUSINESS

- **First visit:** the Leave-Behind + their Ideas card
- **After they say yes:** the Participation Guide, Signage Kit, Team Kit, and Share Kit (or a link to all of them)
- **If they want to give:** the Give Kit
- **After 3.21:** the thank-you letter and certificate

OUR PROMISE TO BUSINESSES

- Participation, not obligation
- Everything ready-made
- Ideas that fit your business
- We celebrate every business that shows up

PLAN IT

Timeline & placeholders

Every yellow box in the toolkit is a placeholder. Fill them in once, and the whole kit is ready to share.

TIMELINE TO 3.21

- 1 **October 2026**
Build the Founding 21 list. Fill in placeholders.
Set up [Celebrate321.org/join](https://celebrate321.org/join).
- 2 **November**
Founding 21 personal asks (Recruiting Kit).
- 3 **December**
Confirm the Founding 21. Collect logos. Order window clings.
- 4 **January 2027**
Public launch. Walk-ins, emails, Chamber intro.
Share the count weekly.
- 5 **February**
Keep recruiting. Deliver kits and clings by late February.
- 6 **March 1**
Window signs up. Welcome posts for every business.
- 7 **March 15–21**
3.21 Week! Spotlights every day. Rock Your Socks Friday, March 19.
- 8 **By March 31**
Report-back forms, photos, and gifts.
- 9 **April**
Thank-yous, certificates, and the campaign results.
- 10 **Fall 2027**
Next-year invitation.

PLACEHOLDERS TO FILL IN

- ☐ Sign-up link ([Celebrate321.org/join](https://celebrate321.org/join)) and QR code
- ☐ Donation link ([Celebrate321.org/give](https://celebrate321.org/give)) and QR code
- ☐ Contact name, phone, and email
- ☐ Sign-up deadline and kit pickup location
- ☐ Social handles (@Celebrate321?)
- ☐ Continue the Story EIN and mailing address
- ☐ How Celebrate 3.21 funds are used
- ☐ Legal/CPA review of promotion wording
- ☐ Our story (2–3 sentences)
- ☐ Founding 21 perks

ALSO TRACK

- Business sign-ups in the CW 3.21 Business Outreach Tracker
- Kits delivered
- Report-back forms received
- The running count for momentum posts