



CELEBRATE 3.21 • FOR THE TEAM

Canal Winchester Page Kit

Show the town showing up



The forms, templates, and milestone wording that fill the Canal Winchester page: a logo and listing request, an Extra Mile nomination form, an event listing template, and counter milestones with graphics.

WHAT'S INSIDE

- 1 How the page works
- 2 Logo & listing request
- 3 Extra Mile nomination
- 4 Event listing template
- 5 Milestone wording & graphics

FOR THE TEAM

Making the Canal Winchester page come alive

This page proves the idea works. When someone from Pickerington or Lancaster sees it, they should think: **the whole town really is doing this.**

WHAT THE PAGE SHOWS

1. **Showing up:** Counts by type and a logo wall, shown only once there are at least 8 groups
2. **Going the Extra Mile:** Spotlights on creative activations
3. **What's Happening on 3.21:** Local events (like the library story times)
4. **Around Town:** Real photos, with permission
5. **Meet Our Community:** Consented stories, once there are at least 3
6. **Still haven't joined?:** Find Your Extra and Show Up buttons

WHAT WE NEED TO COLLECT

- ☐ Logos and listing details (form on page 3)
- ☐ Extra Mile nominations (page 4)
- ☐ Event listings (page 5)
- ☐ Photos with releases (Story Collection Kit)
- ☐ Stories with consent (Story Collection Kit)

WHO OWNS WHAT

- Listings: [team member]
- Extra Mile spotlights: [team member]
- Events: [team member]
- Photos and stories: [team member]

WEEKLY RHYTHM (FEB-MAR)

- Monday: approve new listings and logos
- Wednesday: post one Extra Mile spotlight
- Friday: update events and the photo wall

THE GOLDEN RULE: NEVER SHOW AN EMPTY SECTION

If a section has nothing yet, hide it. Counters appear at **8** groups, stories at **3**, and events once the first one is confirmed. Page 6 has the milestone wording and graphics.

FORM

Logo & listing request

Send this to every group that registers, or build it into the registration confirmation.

Organization name (as it should appear) _____

Type (business, school, church, organization) _____

Contact name _____ Email or phone (never shown) _____

Website _____ Social handle _____

Public description (25 words or fewer)

Your logo

- PNG with a transparent background, at least 1000 pixels wide, or a vector file (SVG, EPS, AI, or PDF)
- Email it to **[email]** with your organization name in the subject line

How are you showing up? (check all that apply)

- ☐ ROCK: Rock Your Socks Day
- ☐ SHARE: posting on social
- ☐ DISPLAY: signs or window cling
- ☐ GIVE: a gift or drive
- ☐ CREATE: an event, special, or activity

Permission

- ☐ Yes, you may show our name and logo on Celebrate321.org, social media, and printed thank-you materials

Signature _____ Date _____

TIPS FOR A GREAT LISTING

- Use your everyday name ("Main Street Coffee," not the legal name)
- Say what you're doing: "Socks on for our whole staff on March 19"
- A square logo looks best on the logo wall

WHAT HAPPENS NEXT

- We review every listing before it goes live
- Your logo joins the wall once there are at least 8 groups
- We'll email you when you're live

FORM

Going the Extra Mile: nominate a group

Spotlight the businesses, schools, churches, and neighbors doing something creative for 3.21.

Your name _____ Your email or phone _____

Who are you nominating? _____ What type of group? _____

What did they do that went the extra mile?

Why did it matter? (Who did it include, and how did it feel?)

Photos

☐ I'm attaching photos, and I have permission from anyone shown

☐ No photos

Did the group agree to be nominated?

☐ Yes

☐ Not sure (we'll ask them first)

WHAT MAKES AN EXTRA MILE MOMENT

- Creative, not expensive
- Includes people with Down syndrome as participants or leaders
- Gets the community involved
- Makes someone feel they belong

HOW WE SPOTLIGHT IT

- A photo and 2 to 3 sentences on the Canal Winchester page
- A social post tagging the group
- A mention in the 3.21 recap

FORM & TEMPLATE

What's Happening on 3.21: event listing

Every event gets the same simple card on the Canal Winchester page.

EVENT SUBMISSION

Event name _____ Host organization _____

Date _____ Start and end time _____

Location and address _____ Cost (free events are encouraged) _____

Describe it in 50 words or fewer

Accessibility (check all that apply)

- ☐ Wheelchair accessible ☐ Sensory-friendly or quiet space ☐ Registration required
☐ Sign language or captions ☐ Family-friendly ☐ Free parking

Registration or info link _____ Public contact (optional) _____

EXAMPLE CARD (PROPOSED EVENT, NOT YET CONFIRMED)

FIELD	HOW IT LOOKS ON THE PAGE
Event	3.21 Story Time
Host	Columbus Metropolitan Library, Canal Winchester Branch (proposed)
When	Saturday, March 20 · [time]
Where	123 Groveport Rd., Canal Winchester
About	Stories starring kids with Down syndrome, songs, and a sock craft. Ages 2-7.
Access	Free · Family-friendly · Wheelchair accessible

SOCIAL PROOF

Milestone wording & graphics

Counters are hidden until they're worth celebrating. Then each milestone gets a headline and a graphic.

COUNT	HEADLINE ON THE PAGE	SUBLINE	SOCIAL CAPTION
0-7	Hide the counter	Show the invitation instead: "Be one of the first to show up for 3.21."	(no post)
8	8 local organizations are already showing up.	Canal Winchester is getting its socks on.	Canal Winchester is showing up! 8 local organizations have already joined Celebrate 3.21. Will yours be next?
21	21 and counting!	That's a very 3.21 number.	21 and counting! Twenty-one Canal Winchester organizations are rocking their socks for World Down Syndrome Day.
50	50 local organizations are showing up.	Half a hundred, and still growing.	50! Half a hundred Canal Winchester organizations are showing up for 3.21. Thank you!
100	100 organizations. One town. Everyone belongs.	Canal Winchester, you did this.	100 organizations are showing up for 3.21. Canal Winchester, this is what belonging looks like.
321	321 organizations!	The ultimate 3.21 goal.	We did it: 321 organizations are showing up for 3.21! Thank you, Canal Winchester.

MILESTONE GRAPHICS (1080 x 1080 PNG)



Milestone_8_Showing_Up.png



Milestone_21_And_Counting.png



Milestone_50.png



Milestone_100.png



Milestone_321.png

HOW TO USE THEM

- Post the graphic the day you pass each milestone
- Pin it to the top of your social profiles
- Send it to partners so they can re-share

COUNTER RULES FOR REPLIT

- Count approved listings only
- Show counts by type only when that type has at least 3
- Update the headline automatically at each milestone
- Never show a zero