



CELEBRATE 3.21 • COLLEGES & YOUTH GROUPS

College & Youth Organization Kit

Young leaders, big impact



For colleges, student organizations, Scouts, 4-H, clubs, and youth groups: campus and club ideas, service projects, a project planner, announcement and social copy, a tabling script, and a sock drive poster.

WHAT'S INSIDE

- 1 Campus & club ideas
- 2 Service projects
- 3 Project planner
- 4 Announcement & social copy
- 5 Tabling script
- 6 Sock drive poster

START HERE

Lead the way on 3.21

For colleges, student organizations, Scouts, 4-H, clubs, and youth groups. Young leaders can move a whole community.

CAMPUS & CLUB IDEAS

- Sock drive for a local shelter (321 pairs!)
- Tabling: “Learn one thing” quiz + stickers
- Rock Your Socks day for your group
- Social campaign with #Celebrate321

SERVICE PROJECTS

- Deliver business kits with the Celebrate 3.21 team
- Volunteer at a 3.21 community event
- Make sensory bags for a church or library
- Host a unified sports game

LEARN & GROW

- Invite a self-advocate to speak
- Watch and discuss a documentary
- Read the Language Matters guide
- Explore inclusive postsecondary programs

SERVICE HOURS

Many projects count toward service hours. Use the service log from the High School Take-Home Kit.

SCOUTS & 4-H

Projects can fit citizenship, community service, and leadership goals. Check your program’s requirements.

GO IN PAIRS

When visiting businesses, go in pairs, with an adult or advisor’s OK, using the Recruiting Kit scripts.

SERVICE PROJECT PLANNER

TASK	WHO	DUE	DONE

COPY & PASTE

Emails, announcements & posts

Ready-to-use text. Replace anything in [brackets].

CLUB ANNOUNCEMENT

“This month we’re showing up for 3.21! Join our sock drive and Rock Your Socks day on Friday, March 19, for World Down Syndrome Day.”

CAMPUS SOCIAL POST

“We collected [number] pairs of socks for 3.21! Thanks to everyone who showed up for World Down Syndrome Day. #Celebrate321 #WorldDownSyndromeDay”

TABLING SCRIPT

“Quick quiz for a sticker: why is World Down Syndrome Day on 3/21? ... Three copies of chromosome 21! Want to rock your socks with us Friday?”

EMAIL TO A PROFESSOR OR LEADER

“Our group is hosting a 3.21 event on [date] for World Down Syndrome Day. Would you share it with your class or group? Details: [link].”

EVENT IDEAS

- 3.21 km sock fun-run
- Unified game night
- Sock-decorating study break
- Panel with self-advocates

MEASURE IT

- ☐ Pairs of socks collected
- ☐ Volunteers & service hours
- ☐ Businesses visited
- ☐ Posts shared

HASHTAGS

#Celebrate321

#WorldDownSyndromeDay

#RockYourSocks

#CanalWinchester

PHOTOS & PERMISSION

- Feet photos are easy and private
- Ask before posting any face
- Never post children without a parent’s OK
- Let people with Down syndrome tell their own story

WORDS THAT WORK

- “Person with Down syndrome” (or ask what they prefer)
- “Has Down syndrome,” not “suffers from”
- Celebrate and belong, not pity
- Never the r-word



SOCK DRIVE FOR 3.21

**Help us
collect 321
pairs!**

New socks in every size. Drop off at [location] by
[date].

#Celebrate321 #WorldDownSyndromeDay

