



CELEBRATE 3.21 • COMMUNITY PARTNERS

Community Partner Kit

Better together



For nonprofits, civic clubs, chambers, HOAs, and community groups: ways to partner, co-hosting ideas, partner guidelines, cross-promotion, a partner sign-up, newsletter and meeting copy, and a Community Partner badge (PNG).

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Partner with Celebrate 3.21

For nonprofits, civic clubs, HOAs, chambers, and community groups. Partners help spread the word, co-host events, and multiply the celebration.

SPREAD THE WORD

- Share in your newsletter and email list
- Post our graphics and tag us
- Give us 3 minutes at a meeting
- Forward the Business Leave-Behind to members

CO-HOST

- A 3.21 event, sock walk, or meet-up
- A volunteer day delivering business kits
- A table at your event
- A joint social post

SHOW YOUR SUPPORT

- Community Partner badge on your site
- Rock Your Socks at your March meeting
- Window sign at your office
- Optional: sponsor printing

PARTNER GUIDELINES

- Use the Celebrate 3.21 logo as provided (Brand Sheet)
- Say “in partnership with” or “proud partner of,” not “presented by,” unless agreed
- For fundraising, use the Give Kit wording
- Tell us about events so we can share them

CROSS-PROMOTION

- We’ll list partners on Celebrate321.org
- Share your 3.21 events on our channels
- Include you in the campaign recap
- Tag you in partner spotlights

PARTNER SIGN-UP

Organization _____

Contact _____

Email _____

Phone _____

How we’ll help _____

Event date (if any) _____

COPY & PASTE

Emails, announcements & posts

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

NEWSLETTER BLURB

“[Organization] is proud to partner with Celebrate 3.21! This March, join businesses, schools, and churches across Canal Winchester in celebrating people with Down syndrome. Rock your socks on Friday, March 19, and learn more at Celebrate321.org.”

EMAIL TO MEMBERS

“Our organization is partnering with Celebrate 3.21 for World Down Syndrome Day. If you own or work at a business, please consider signing up (it’s free and takes 2 minutes): [link].”

CO-BRANDED SOCIAL POST

“[Organization] + Celebrate 3.21 = a community where everyone belongs! Join us on [date] for [event]. #Celebrate321 #WorldDownSyndromeDay”

MEETING ANNOUNCEMENT (1 MINUTE)

“March 21 is World Down Syndrome Day. We’re partnering with Celebrate 3.21 to help all of Canal Winchester show up. Grab a flyer, wear fun socks March 19, and invite your workplace!”

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