



CELEBRATE 3.21 • FOR FAMILIES

Family Ambassador Kit

Your voice, your way



For families of people with Down syndrome (and self-advocates!) who want to help their community show up. Share your story on your own terms, invite the places you already go, and use the templates, letters, and yard sign in this kit. Never feel pressure: every bit helps, and so does resting.

WHAT'S INSIDE

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START HERE

What a family ambassador does

You don't need to do everything. Invite the places you already know, and share only what feels right.

INVITE

- Your child's school or teacher
- Your church or faith community
- Your workplace
- Businesses you visit every week
- Your neighbors

SHARE

- Your family's 3.21 photos
- A "Meet ____" post (if you'd like)
- Celebrate 3.21 posts
- The Learn One Thing fact sheet

SHOW UP

- Rock your socks on March 19
- Put up the yard sign
- Come to a community event
- Thank businesses that join

Self-advocates welcome! Teens and adults with Down syndrome make the best ambassadors. Invite them to choose what they want to do: speak, post, deliver flyers, greet at an event, or simply rock their socks.

YOUR TOOLKIT

- ☐ This kit (letters, template, yard sign)
- ☐ Family Toolkit printables
- ☐ Business Leave-Behind to hand to businesses
- ☐ School and Church toolkits to share

A GENTLE REMINDER

Advocacy is a gift, not an obligation. Families are busy. If all you do this year is wear socks and post one photo, that's wonderful.

TALK WITH US

Tell us which schools, churches, or businesses you've invited so we can follow up and thank them: [Name] · [phone] · [email]

CONNECT LOCALLY

The Down Syndrome Association of Central Ohio (dsaco.net) offers family support, events, and resources.

YOUR STORY, YOUR RULES

Sharing your story safely

Stories change hearts. They also live online forever. A few questions to ask before you share.

ASK FIRST

- ☐ Would my child be glad to have this public, now and at 16 or 30?
- ☐ Did my child (or adult family member) say yes?
- ☐ Is this celebrating them, not their diagnosis?
- ☐ Would I be OK with a stranger reading it?

PROTECT PRIVACY

- First name only (or a nickname)
- No school name, schedule, or location tags
- Skip medical details unless your child wants to share them
- Check privacy settings on your accounts

TELL A WHOLE-PERSON STORY

- What they love, what makes them laugh
- What they're working toward
- What you wish people knew
- What belonging looks like for your family

IT'S OK TO SAY NO

You can decline any interview, photo, or question, even at the last minute. You can also ask to review quotes and to remove a post later.

STORY STARTERS

"Meet [name]. [She/He/They] loves ____ and is really good at ____."

"One thing I wish everyone knew about Down syndrome is ____."

"The best thing someone did to make us feel welcome was ____."

"This 3.21, we're asking our town to ____."

If a post gets hurtful comments: you don't owe anyone an argument. Hide or delete the comment, block if needed, and lean on your people. Tell the Celebrate 3.21 team if you'd like support.

PRINTABLE

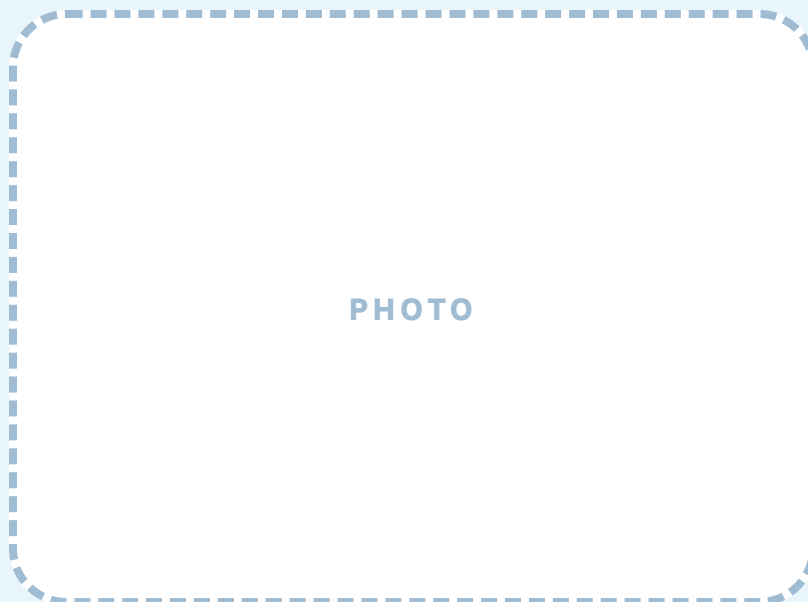
“Meet ____” poster or post

Fill it in together, take a photo of it (or print and hold it up!), and share, only if your family member wants to. A square PNG version is included.



WORLD DOWN SYNDROME DAY · 3.21

Meet _____



PHOTO

I love _____

I'm great at _____

My favorite socks: _____

I want you to know: _____

LETTER · PERSONALIZE

Invite your school

Print, email, or hand-deliver with the matching toolkit.

Dear **[Name]**,

My child, **[name]**, is a **[grade]** student at **[school]**, and our family loves being part of this school community. On March 21, the world celebrates World Down Syndrome Day, and this year Celebrate 3.21 is inviting every school in Canal Winchester to take part. I'd love for **[school]** to join!

Here are a few easy ways you could take part:

- A school-wide Rock Your Socks Day on **Friday, March 19** (since 3/21 is a Sunday)
- A short lesson from the free Teacher Resource Guides (Preschool through High School)
- Morning announcements and a bulletin board
- A family note home using the free Family Toolkit

Everything is free and ready to use at Celebrate321.org. I'd be happy to help, and to talk about what my child would (and wouldn't) like shared with classmates. Thank you for all you do!

With gratitude,

[Your name]

[Your phone / email]

TIPS FOR SENDING

- Send 6–8 weeks before 3.21
- Attach or print the matching toolkit
- Follow up in person after a week
- Offer to help, not to do it all

WHAT TO ATTACH

- ☐ Learn One Thing fact sheet
- ☐ The matching toolkit link (Celebrate321.org)
- ☐ A photo of your family in socks (optional)

AFTER THEY SAY YES

Thank them, tell the Celebrate 3.21 team, and share their post on 3.21!

LETTER · PERSONALIZE

Invite your church

Print, email, or hand-deliver with the matching toolkit.

Dear **[Name]**,

Our family is grateful to be part of **[church]**. On Sunday, March 21, 2027, the world celebrates World Down Syndrome Day, and it falls on a Sunday this year! Celebrate 3.21 has created free resources for churches, and I'd love for us to take part.

Here are a few easy ways you could take part:

- **Rock Your Socks Sunday:** announcements, a pastor's 3-minute moment, sermon starters, and prayers
- **Kids' ministry lessons** for ages 3 to 13+, plus adapted versions
- A **Welcome Audit** to help everyone feel at home
- Ideas like a buddy program or a calm room

All of it is free in the Church Toolkit at [Celebrate321.org](https://celebrate321.org). I'd be glad to help plan, and our family would love to be part of it in whatever way feels right. Thank you!

With gratitude,

[Your name]

[Your phone / email]

TIPS FOR SENDING

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- Attach or print the matching toolkit
- Follow up in person after a week
- Offer to help, not to do it all

WHAT TO ATTACH

- ☐ Learn One Thing fact sheet
- ☐ The matching toolkit link ([Celebrate321.org](https://celebrate321.org))
- ☐ A photo of your family in socks (optional)

AFTER THEY SAY YES

Thank them, tell the Celebrate 3.21 team, and share their post on 3.21!

LETTER · PERSONALIZE

Invite your workplace or a business

Print, email, or hand-deliver with the matching toolkit.

Dear **[Name]**,

I'm reaching out because **[my family / our family]** includes someone with Down syndrome, and **[Business]** is part of our everyday life. This March, Celebrate 3.21 is inviting every Canal Winchester business to celebrate World Down Syndrome Day, and I'd love for you to be one of them. It's free and takes about 15 minutes.

Here are a few easy ways you could take part:

- Your team wears fun socks on **Friday, March 19**
- Put a Celebrate 3.21 sign in your window
- Share one post with #Celebrate321
- Optional: a 3.21 special or giving idea

We're not asking businesses to donate, just to participate. You can sign up in two minutes at Celebrate321.org/join. Thank you for helping our town be a place where everyone belongs!

With gratitude,

[Your name]

[Your phone / email]

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WHAT TO ATTACH

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AFTER THEY SAY YES

Thank them, tell the Celebrate 3.21 team, and share their post on 3.21!



CELEBRATE **3.21**

**This family
celebrates 3.21!**

Everyone belongs here.

World Down Syndrome Day · #Celebrate321



Print on cardstock and slip into a sheet protector for a window, or send to a print shop for an 18x24 in yard sign (scale up 2.2x).

WHAT TO SAY

Conversation tips

You'll get questions. Short, warm answers change minds more than long explanations.

IF SOMEONE SAYS...	YOU MIGHT SAY...
<i>"What is Down syndrome?"</i>	"It means [name] has an extra copy of chromosome 21. That's why the celebration is on 3/21!"
<i>"I'm so sorry."</i>	"Oh, we're not sorry! [Name] is one of the best things in our life."
<i>"They're always so happy!"</i>	"[Name] is really joyful, and also has grumpy days, like everyone!"
<i>A business says no</i>	"No problem at all! Thanks for considering it. Maybe next year!"
<i>A child stares or asks</i>	"Want to say hi? This is [name]. [He/She/They] loves ____."
<i>Someone uses the r-word</i>	"That word really hurts people like my kid. Could you use a different one?"

YOUR 20-SECOND PITCH

"March 21 is World Down Syndrome Day. Our town is trying to get every business, school, and church to show up with fun socks and a sign. It's free, takes 15 minutes, and would mean the world to families like ours."

TRACK YOUR INVITATIONS

School _____

Church _____

Workplace _____

Business 1 _____

Business 2 _____

Business 3 _____

Take care of you, too. Answering questions and sharing your family's life can be tiring. It's OK to hand a flyer and say, "Everything's at Celebrate321.org!" Connect with other families through DSACO, and celebrate every small yes.