

FIND YOUR EXTRA • IDEA GUIDE

3 × \$21 Challenge

Invite three people or family members to give \$21 each, for a \$63 family goal.

3.21 Week: March 15–21, 2027 • Rock Your Socks Day: Fri, March 19 • WDSO: Sun, March 21 • Register at Celebrate321.org



Families

Step it up

Give

Cost: Optional

WHY IT MATTERS

Three people, \$21 each: small, simple, and it brings more people in.

HOW TO DO IT

- 1 Pick three family members or friends.
- 2 Send them the invitation on page 2.
- 3 Each gives \$21 at Celebrate321.org.
- 4 Share your \$63 total and say thank you.

WHAT YOU NEED

- Invitation (page 2)

PAIRS WITH THESE KITS

- Family Social Media Kit

READY-TO-POST CAPTION

We took the 3 × \$21 Challenge for 3.21! #Celebrate321 #WorldDownSyndromeDay

GOOD TO KNOW

Giving is always optional. Gifts go to Continue the Story, a 501(c)(3), through Celebrate321.org. Ask your tax advisor about deductions.

READY-TO-SEND

Replace anything in [brackets]. Make it sound like you.

INVITATION TEXT

Hi [name]! Our family is doing the 3 x \$21 Challenge for World Down Syndrome Day. We're asking three people to give \$21 each to Celebrate 3.21 (Continue the Story, a 501(c)(3)). Would you be one of our three? Give at [Celebrate321.org](https://celebrate321.org). Totally optional, and thank you either way!

MAKE IT YOURS

- Add one sentence about why it matters to you
- Name one easy first step
- Offer to help
- Attach or link the matching kit

FOLLOW UP

- ☐ Sent on _____
- ☐ Followed up on _____
- ☐ They said yes!
- ☐ Said thank you

NOTES

This image shows a full page of blank white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings present.