

FIND YOUR EXTRA • IDEA GUIDE

3.21 Fleet & Community Day



Activate field teams, trucks, customers, and office staff around one coordinated 3.21 day.

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

Businesses

Go big

Create

Cost: \$–\$\$

WHY IT MATTERS

One coordinated day puts your whole company, and your trucks, behind belonging.

HOW TO DO IT

- 1 Pick the day.
- 2 Use the run of show on page 2.
- 3 Magnets on trucks, socks on techs, a display in the office.
- 4 Share one big post at the end of the day.

WHAT YOU NEED

- Run of show (page 2)
- Business_Vehicle_Magnet_18x12.pdf

PAIRS WITH THESE KITS

- Business Vehicle Magnet 18x12
- Business Team Kit

READY-TO-POST CAPTION

It's our 3.21 Fleet & Community Day! #Celebrate321 #WorldDownSyndromeDay

GOOD TO KNOW

Use person-first language (“a person with Down syndrome”). Celebrate, never pity. Feet photos are great; share faces only with permission.

PLANNING SHEET

Run of show

Your plan for the day. Add a name next to each step.



WHEN	WHAT	WHO	DONE
Week before	Order magnets; print leave-behind cards; announce to the team		☐
Morning huddle	Socks on, a 2-minute why-3.21, fleet photo		☐
On the road	Magnets on trucks; leave-behind cards after each job		☐
Office	3.21 display and treats for customers		☐
Afternoon	Optional: \$3.21 per call give-back		☐
End of day	Post the fleet photo and thank customers		☐

THE BASICS

Date _____ Lead _____
 Locations / teams _____ Photo person _____
 Budget _____ Give-back (optional) _____

MAKE IT FOR EVERYONE

- Step-free spaces and seating
- Quiet spot to take a break
- Plain-language signs
- Faces only with permission

NOTES
