

FIND YOUR EXTRA • IDEA GUIDE

3.21 Giveaway

Run a simple customer giveaway tied to celebrating 3.21.

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



Businesses

Step it up

Create

Cost: \$-\$\$\$

WHY IT MATTERS

A giveaway gets people talking and sharing, and puts 3.21 in front of new people.

HOW TO DO IT

- 1 Pick a prize (fun socks, a gift card, a basket).
- 2 Set simple rules: dates, how to enter, how you pick the winner.
- 3 Use the rules template and entry slips on page 2.
- 4 Announce the winner on 3.21 (with their OK).

WHAT YOU NEED

- Prize
- Rules and entry slips (page 2)

PAIRS WITH THESE KITS

- Business Social Media Plan
- Business Share Kit

READY-TO-POST CAPTION

3.21 GIVEAWAY! Enter by [date] for a chance to win [prize]. No purchase necessary. #Celebrate321
#WorldDownSyndromeDay

GOOD TO KNOW

Keep it a giveaway, not a raffle: no purchase or donation required to enter. Follow each social platform's promotion rules.

PRINTABLE

3.21 Giveaway

Fill in the rules and post them where you post the giveaway. Cut apart the entry slips.



OFFICIAL RULES

Prize _____

Entry dates _____

How to enter (no purchase needed) _____

How the winner is picked _____

Winner announced on _____

Who to contact _____

3.21 GIVEAWAY ENTRY

Name _____

Phone or email _____

No purchase or donation necessary.

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