

FIND YOUR EXTRA • IDEA GUIDE

Add a Little Extra

Give customers a playful extra touch on 3.21: an extra sticker, treat, note, or surprise.

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



Businesses

Keep it easy

Create

Cost: \$

WHY IT MATTERS

A small surprise makes people smile, and gives you a chance to share why 3.21 matters.

HOW TO DO IT

- 1 Pick your extra: a sticker, treat, note, or small surprise.
- 2 Print the “a little extra” cards on page 2.
- 3 Hand them out with purchases during 3.21 Week.
- 4 Tell your team the one-sentence why: “We’re celebrating World Down Syndrome Day.”

WHAT YOU NEED

- Cards (page 2)
- Your small extra

PAIRS WITH THESE KITS

- Business Participation Guide
- Business Ideas by Type

READY-TO-POST CAPTION

Your order comes with a little extra this week. We're celebrating 3.21! #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.

PRINTABLE

Here's a little extra!

Print on cardstock and cut on the dashed lines. 4 per page.



Here's a little extra!

We're celebrating World Down Syndrome Day (March 21) because everyone belongs here.



#Celebrate321



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