

FIND YOUR EXTRA • IDEA GUIDE

Add an Extra Touch



Add a small complimentary blue/yellow or 3.21-inspired touch to services where appropriate.

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 touch during a service turns an ordinary visit into a 3.21 moment.

HOW TO DO IT

- 1 Pick a touch: a blue or yellow ribbon, treat, or note.
- 2 Only add it where it fits the service and the client.
- 3 Use the cards on page 2 to explain.
- 4 Ask before photos.

WHAT YOU NEED

- Cards (page 2)
- Small touch items

PAIRS WITH THESE KITS

- Business Ideas by Type

READY-TO-POST CAPTION

Every appointment gets a little extra this week! #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

A little extra, just for you

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



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We're celebrating World Down Syndrome Day, March 21, because everyone belongs.



#Celebrate321



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