

FIND YOUR EXTRA • IDEA GUIDE

Bring Your Client Network Into 3.21



Invite clients or professional partners to participate through one simple shared challenge.

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

Businesses

Go big

Amplify

Cost: Free

WHY IT MATTERS

Your clients trust your invitations. One shared challenge can bring many in.

HOW TO DO IT

- 1 Pick one simple challenge (Rock Your Socks).
- 2 Send the email on page 2 to clients or partners.
- 3 Share their photos (with permission).
- 4 Thank everyone who joined.

WHAT YOU NEED

- Email (page 2)

PAIRS WITH THESE KITS

- Business Leave Behind

READY-TO-POST CAPTION

Our clients are rocking their socks with us for 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.

READY-TO-SEND

Copy, paste & send

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



CLIENT EMAIL

Subject: A fun challenge for March 19

Hi [name], we're celebrating World Down Syndrome Day with Celebrate 3.21. Will you join our sock challenge? On Friday, March 19, wear your wildest socks and send us a photo (or tag us). We'll share our favorites!

Thank you for being part of our community. [Your name]

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

[illegible]