

FIND YOUR EXTRA · IDEA GUIDE

Companywide 3.21 Day

Coordinate multiple teams or locations into one organization-wide 3.21 activation.

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



Organizations & Workplaces

Go big

Create

Cost: Varies

WHY IT MATTERS

One coordinated day lets every team and location feel part of something big.

HOW TO DO IT

- 1 Pick the day (Friday, March 19 works well).
- 2 Name a lead at each team or location.
- 3 Use the run of show on page 2.
- 4 Combine photos into one company post.

WHAT YOU NEED

- Run of show (page 2)

PAIRS WITH THESE KITS

- Business Team Kit
- Universal Starter Kit

READY-TO-POST CAPTION

[Company] showed up for 3.21 at every location! #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
Two weeks out	Name a lead at each team or location; send the plan		☐
One week out	Signs up, team message sent, photo times set		☐
Morning	Socks on, a 2-minute why-3.21 at huddles		☐
Midday	Team photos at each location		☐
Afternoon	A kindness challenge or giving moment (optional)		☐
End of day	Collect photos and post one company-wide thank-you		☐

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
