

FIND YOUR EXTRA • IDEA GUIDE

Count Down to 3.21



Use a short countdown in the days leading up to March 21 to build excitement.

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

Everyone

Step it up

Share

Cost: Free

WHY IT MATTERS

A countdown builds excitement and gives people a reason to talk about 3.21 every day.

HOW TO DO IT

- 1 Pick your countdown: 7 days (March 15–21) or 21 days (from March 1).
- 2 Print the countdown cards on page 2, or post one a day.
- 3 Share one fact or kindness idea each day.
- 4 On Friday, March 19, celebrate with Rock Your Socks Day.
- 5 On 3.21, post “Happy World Down Syndrome Day!”

WHAT YOU NEED

- Countdown cards (page 2)
- Tape or a bulletin board
- Optional: the Social_Countdown graphics

PAIRS WITH THESE KITS

- Business Social Media Plan
- School Leader Kit
- Family 321 Week At Home

READY-TO-POST CAPTION

7 days until World Down Syndrome Day! We're counting down to 3.21 and celebrating that everyone belongs.
#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

Countdown cards

Print, cut apart, and post one each day of 3.21 Week. For a 21-day countdown, add a kindness act each day from March 1.



7 DAYS TO GO MON 3/15 3.21 Week starts! Tell one person why we celebrate.	6 DAYS TO GO TUE 3/16 Learn it: Down syndrome means 3 copies of chromosome 21.
5 DAYS TO GO WED 3/17 Do one act of extra kindness today.	4 DAYS TO GO THU 3/18 Tomorrow is Rock Your Socks Day! Pick your wildest pair.
3 DAYS TO GO FRI 3/19 Rock Your Socks Day! Snap a feet photo.	2 DAYS TO GO SAT 3/20 Read a book that celebrates belonging.
1 DAYS TO GO SUN 3/21 Happy World Down Syndrome Day! Everyone belongs.	CELEBRATE 3.21 Count down to 3.21!