

FIND YOUR EXTRA • IDEA GUIDE

Create Your Big 3.21 Moment



Design one signature public-facing activation that only your business could realistically do.

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

Create

Cost: Varies

WHY IT MATTERS

One big, signature moment can become the thing your town remembers about 3.21.

HOW TO DO IT

- 1 List what only your business can do.
- 2 Use the planning sheet on page 2.
- 3 Make it public, inclusive, and fun.
- 4 Tell Celebrate 3.21 so we can spotlight it.

WHAT YOU NEED

- Planning sheet (page 2)

PAIRS WITH THESE KITS

- Business Ideas by Type
- Community Event Guide

READY-TO-POST CAPTION

Our big 3.21 moment: [idea]! #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

Plan your big 3.21 moment

Fill it in with your team.



Our big idea

Why only we can do it

Who it includes (and how people with Down syndrome can lead or take part)

Date, time, place

Accessibility plan

Budget and lead

BEFORE THE DAY

- ☐ Told Celebrate 3.21 (so we can spotlight it)
- ☐ Photos: faces only with permission

- ☐ Accessibility checked
- ☐ Thank-you post planned