

FIND YOUR EXTRA • IDEA GUIDE

Invite Customers to Join



Invite customers to wear socks, take a photo, or share why belonging matters.

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

Businesses

Step it up

Amplify

Cost: Free

WHY IT MATTERS

When customers join in, your celebration becomes the community's celebration.

HOW TO DO IT

- 1 Pick one ask: wear socks, take a photo, or share why belonging matters.
- 2 Hang the counter sign on page 2.
- 3 Mention it at checkout and on social media.
- 4 Re-share customer photos (with their OK).

WHAT YOU NEED

- Counter sign (page 2)
- Optional: a photo spot

PAIRS WITH THESE KITS

- Business Share Kit
- Business Social Media Plan

READY-TO-POST CAPTION

Show us your socks! Stop by during 3.21 Week and tag us with #Celebrate321. #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.



Join us for 3.21!

Wear your silliest socks, snap a photo, and tag us
with #Celebrate321.

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