

FIND YOUR EXTRA • IDEA GUIDE

Offer a \$3.21 Add-On

Offer an optional \$3.21 customer add-on that supports Celebrate 3.21.

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

Give

Cost: Free to set up

WHY IT MATTERS

A \$3.21 add-on is fun, memorable, and easy for customers to say yes to.

HOW TO DO IT

- 1 Confirm the add-on with Celebrate 3.21.
- 2 Add a \$3.21 option at your register or online checkout.
- 3 Hang the sign on page 2 with the exact disclosure.
- 4 Track add-ons and send the total after 3.21 Week.

WHAT YOU NEED

- Sign and tracker (page 2)
- POS button or line item

PAIRS WITH THESE KITS

- Business Give Kit

READY-TO-POST CAPTION

Add \$3.21 to your order this week to support Celebrate 3.21! #Celebrate321 #WorldDownSyndromeDay

GOOD TO KNOW

Before you advertise any give-back, confirm the details with Celebrate 3.21 and say exactly how much goes to Continue the Story (a 501(c)(3)), the dates it runs, and any cap. Ohio has rules for charitable sales promotions (see the Business Give Kit), so check with your advisor. Customer participation is always optional.

PRINTABLE

Add \$3.21

Cut out the sign for your counter or post it online. Use the tracker to keep a record.



3.21 WEEK • MARCH 15-21, 2027

Add \$3.21

Add \$3.21 to your purchase. Every add-on from [dates] goes to Continue the Story, a 501(c)(3), for Celebrate 3.21.

GIVE QR

Celebrate 3.21 is a program of Continue the Story, a 501(c)(3) nonprofit. Participation is always optional. Fill in every blank before posting.

TRACKER

DATE	COUNT / ITEM	AMOUNT	RUNNING TOTAL

BEFORE YOU POST

- ☐ Confirmed with Celebrate 3.21
- ☐ Team knows the one-line why

- ☐ Amount, dates, and any cap filled in
- ☐ Gift sent by March 31, 2027

NOTES
