

## FIND YOUR EXTRA • IDEA GUIDE

# Open Doors for 3.21

Turn multiple real-estate touchpoints into a coordinated 3.21 belonging campaign.

3.21 Week: March 15–21, 2027 • Rock Your Socks Day: Fri, March 19 • WDS Day: Sun, March 21 • Register at [Celebrate321.org](https://Celebrate321.org)



Businesses

Go big

Create

Cost: \$

## WHY IT MATTERS

Every showing, sign, and closing is a chance to say “everyone belongs in this neighborhood.”

## HOW TO DO IT

- 1 Pick touchpoints: yard sign riders, open houses, closing gifts, posts.
- 2 Use the run of show on page 2.
- 3 Add a Celebrate 3.21 rider to listings.
- 4 Share a belonging post.

## WHAT YOU NEED

- Run of show (page 2)
- [Business\\_Sign\\_Rider\\_24x6.pdf](#)

## PAIRS WITH THESE KITS

- [Business Sign Rider 24x6](#)
- [Business Signage Kit](#)

## READY-TO-POST CAPTION

Open doors for 3.21: everyone belongs in our neighborhoods. #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 | Order sign riders; plan open-house touches |     | <input type="checkbox"/> |
| Listings      | 3.21 riders on yard signs during 3.21 Week |     | <input type="checkbox"/> |
| Open houses   | Blue and yellow treats and a welcome sign  |     | <input type="checkbox"/> |
| Closings      | A 3.21 card in each closing gift           |     | <input type="checkbox"/> |
| Social        | A belonging post and agent sock photos     |     | <input type="checkbox"/> |
| Wrap          | Share where your riders went               |     | <input type="checkbox"/> |

## 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

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