

FIND YOUR EXTRA • IDEA GUIDE

Optional \$3.21 Family Challenge



Invite families to make an optional \$3.21 gift if they want to participate financially.

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

Schools

Step it up

Give

Cost: Optional

WHY IT MATTERS

Some families want to give. A simple, optional invitation lets them, with no pressure on anyone else.

HOW TO DO IT

- 1 Get the principal's OK.
- 2 Add the note on page 2 to a family email or newsletter.
- 3 Link to Celebrate321.org for gifts.
- 4 Never track or announce who gave.

WHAT YOU NEED

- Family note (page 2)

PAIRS WITH THESE KITS

- School Leader Kit

HASHTAGS

#Celebrate321

#WorldDownSyndromeDay

#RockYourSocks

GOOD TO KNOW

Always optional, with no pressure. Never single out families who don't give, and skip class-vs-class money contests. Follow your district's fundraising rules and get the principal's OK.

READY-TO-SEND

Copy, paste & send

Replace anything in [brackets]. Make it sound like you.



NOTE FOR THE FAMILY NEWSLETTER

Optional: the \$3.21 Family Challenge

If your family would like to give, you can make an optional \$3.21 gift to Celebrate 3.21 (Continue the Story, a 501(c)(3)) at [Celebrate321.org](https://celebrate321.org). Giving is never required, and every student can join every 3.21 activity either way. Thank you!

MAKE IT YOURS

- Add one sentence about why it matters to you
- Name one easy first step
- Offer to help
- Attach or link the matching kit

FOLLOW UP

- ☐ Sent on ____
- ☐ Followed up on ____
- ☐ They said yes!
- ☐ Said thank you

NOTES

This image shows a full page of blank white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings present.