



CELEBRATE 3.21 • IMPACT

Impact & Reporting Kit

Count what matters



Measure what matters and tell the story: what to track, a participant survey, a family survey, a metrics dashboard template, and a campaign results report you can reuse for sponsors, grants, and next year's planning.

WHAT'S INSIDE

- 1 What to measure
- 2 Participant survey
- 3 Family survey
- 4 Metrics dashboard
- 5 Results report template
- 6 Debrief questions

MEASURE

What to measure

Celebrate 3.21 is a participation movement, so participation and belonging come first. Money is only one piece.

PARTICIPATION

- ☐ Businesses, schools, churches, partners (by type)
- ☐ Returning vs. new organizations
- ☐ Estimated people who took part

REACH

- ☐ Posts with #Celebrate321
- ☐ Media stories
- ☐ Website visits and sign-ups

BELONGING

- ☐ Families who felt their community showed up (survey)
- ☐ Organizations planning ongoing inclusion steps
- ☐ Stories collected (with permission)

RESOURCES

- ☐ Toolkit downloads
- ☐ Window clings delivered
- ☐ Volunteer hours
- ☐ Funds and in-kind gifts (optional)

METRICS DASHBOARD

MEASURE	GOAL	ACTUAL	LAST YEAR
Businesses			
Schools			
Churches			
Community partners			
Social posts			
Media stories			
Volunteer hours			
Family survey: "Our community showed up" (% agree)			
Funds raised (optional)			

ASK

Participant & family surveys

Put these in a free online form, or print. Keep them short.

PARTICIPANT SURVEY (BUSINESSES, SCHOOLS, CHURCHES)

	YES!	MOSTLY	A LITTLE	NOT YET
Taking part was easy	☐	☐	☐	☐
The toolkit had what we needed	☐	☐	☐	☐
Our team/students/members enjoyed it	☐	☐	☐	☐
We plan to take part next year	☐	☐	☐	☐
We made at least one lasting inclusion change	☐	☐	☐	☐

What worked best? _____

What should we change? _____

What would you add? _____

FAMILY SURVEY (FAMILIES OF PEOPLE WITH DOWN SYNDROME)

	YES!	MOSTLY	A LITTLE	NOT YET
We saw our community celebrating	☐	☐	☐	☐
We felt valued and welcomed	☐	☐	☐	☐
Our family member enjoyed 3.21	☐	☐	☐	☐
We'd like to be more involved next year	☐	☐	☐	☐

A moment that meant a lot to you (optional, may we share it?) _____

REPORT

Campaign results report template

Reuse for sponsors, grant reports, the City, and next year's kickoff. Two pages is plenty.

1**Headline**

"Canal Winchester showed up for 3.21: [##] businesses, [##] schools, [##] churches."

2**The why (2–3 sentences)**

Mission and what 3.21 means to families.

3**By the numbers**

The dashboard, with a simple chart.

4**Stories**

2–3 short stories or quotes (with permission) from families, businesses, and students.

5**Photos**

4–6 photos: feet, windows, classrooms, events.

6**Thank you**

Founding 21, sponsors, partners, volunteers.

7**What's next**

Next year's goals and how to stay involved.

DEBRIEF QUESTIONS FOR THE TEAM

- What made businesses say yes? What made them hesitate?
- Which toolkit pieces were used most? Least?
- Where did families of people with Down syndrome feel most (and least) included?
- What should we start, stop, and keep next year?
- Who should we invite earlier next year?