



CELEBRATE 3.21 • FOR PARENTS & EMPLOYEES

Invite My Workplace Kit

Take it to your boss



A kit any mom, dad, grandparent, or employee can use to invite their workplace to celebrate World Down Syndrome Day. It includes three ready-to-send emails, a 30-second ask with easy answers, a one-page sheet for your employer, a team plan, and a follow-up and thank-you.

WHAT'S INSIDE

- 1 How to use this kit
- 2 Emails to your boss or HR
- 3 The 30-second ask
- 4 For Your Employer (hand this over!)
- 5 Your team plan
- 6 Follow up & thank you

START HERE

Invite your workplace to celebrate 3.21

Moms, dads, grandparents, and friends: you can bring Celebrate 3.21 to work. This kit gives you the email, the words, and a one-pager for your boss.

HOW TO USE THIS KIT IN 4 STEPS

1

Pick who to ask

Your manager or the owner is a great start. At bigger companies, try HR, the social or culture committee, or an employee resource group.

2

Send the email

Page 3 has three ready-to-send emails. Or use the 30-second ask on page 4 in person.

3

Hand over the one-pager

Give your boss the “For Your Employer” page (page 5). Suggest one easy yes: **Rock Your Socks Day, Friday, March 19.**

4

Rally your team

Once you get a yes, use the team plan on page 6, then register your workplace at Celebrate321.org and share your feet photo.

WHO CAN USE IT

- Any employee, at any size of workplace
- Parents and family members of people with Down syndrome
- Self-advocates who want to invite their own job
- Small business owners (see the Business Toolkit and Find Your Extra too)

WHAT TO PRINT

- ☐ Page 3: emails to your boss or HR
- ☐ Page 4: the 30-second ask and easy answers
- ☐ Page 5: For Your Employer (the most important page!)
- ☐ Page 6: team plan, and page 7: follow-up and thank-you

GOOD TO KNOW

- Ask early:** 4 to 6 weeks ahead (early February) is perfect.
- Keep it light.** This is participation, not a donation request.
- Share only what you want** about your family. “I think it would be fun” is reason enough.
- Remote or hybrid team? Everyone can rock socks on camera with the free video-call background.

STEP 2

Ready-to-send emails

Three versions. Replace anything in [brackets], attach the For Your Employer page, and hit send.

A • TO YOUR MANAGER

Subject: A fun idea for Friday, March 19

Hi [manager name],

World Down Syndrome Day is March 21, and our community is celebrating with **Celebrate 3.21**. I'd love for our team to join in.

The easiest version is **Rock Your Socks Day on Friday, March 19**: everyone wears fun, mismatched socks and we snap a team feet photo. It takes five minutes and costs nothing.

I've attached a one-page overview. I'm happy to organize it. Would you be up for it?

Thanks!
[Your name]

B • TO HR OR A COMMITTEE

Subject: Celebrate 3.21: an easy, company-wide idea

Hi [HR or committee name],

I'd like to suggest we take part in Celebrate 3.21 for World Down Syndrome Day (March 21). It's a free, community-wide campaign focused on inclusion and belonging.

Options range from a Rock Your Socks Day (Friday, March 19) to a short "Learn One Thing" talk or a social post. There's a free toolkit with staff emails, signs, and graphics.

The one-pager is attached. I'd be glad to help coordinate.

Best,
[Your name], [team]

C • IF YOU'D LIKE TO SHARE YOUR FAMILY'S STORY

Subject: Something close to my heart

Hi [manager name],

As some of you know, my [son/daughter/family member], [name], has Down syndrome. March 21 is World Down Syndrome Day, and our town is celebrating with Celebrate 3.21.

It would mean a lot to our family if our team rocked our socks with us on **Friday, March 19**. It's five minutes and free, and I'm happy to organize it.

One-pager attached. Thank you for considering it!

[Your name]

IN PERSON

The 30-second ask

Prefer to ask face to face? Say it your way.

TRY THIS

Hey, can I run a quick idea by you? March 21 is World Down Syndrome Day, and our town is doing a big celebration called Celebrate 3.21.

Would our team be up for Rock Your Socks Day on Friday, March 19? Everyone just wears fun, mismatched socks and we take a team feet photo. It's free and takes five minutes, and I'll organize it.

Here's a one-pager with everything. What do you think?

IF THEY ASK...

IF YOU HEAR...	YOU COULD SAY...
<i>"We don't really do causes."</i>	It's participation, not fundraising. Wearing socks is the whole ask.
<i>"Do we have to donate?"</i>	No. Giving is always optional. Participation is free.
<i>"We're too busy."</i>	It takes five minutes: socks on, one photo, done.
<i>"What if some people don't want to?"</i>	It's voluntary and fun. No one has to take part.
<i>"Is this political?"</i>	No. It's a celebration of people with Down syndrome and belonging.

IF THE ANSWER IS "NOT THIS YEAR"

Say thank you and leave the one-pager. You can still rock your own socks and post with #Celebrate321. Many workplaces say yes the second year.

FOR YOUR EMPLOYER

Your team is invited to celebrate 3.21!



Celebrate 3.21 is a community campaign for World Down Syndrome Day, March 21. It's free, it's fun, and it shows your team and community that everyone belongs.

FIVE EASY WAYS TO SHOW UP (PICK ONE!)

ROCK

Rock Your Socks Day on Friday, March 19, with a team feet photo

SHARE

One social or LinkedIn post with #Celebrate321 (graphics provided)

DISPLAY

A sign in the break room, window, or lobby

GIVE

Optional: a sock drive or a gift to a local Down syndrome group

CREATE

A 10-minute "Learn One Thing" talk at a team meeting

WHAT YOU GET

- A free team toolkit: staff emails, signs, and graphics
- Recognition as a participating workplace
- A fun, low-cost team moment
- A simple way to show your values

HOW TO SAY YES

1

Pick a way

Rock Your Socks Day is the easiest.

2

Register

At Celebrate321.org, so we can count and thank you.

3

Share

Post your feet photo with #Celebrate321.

Everything is free at [Celebrate321.org](https://celebrate321.org). Businesses can also try **Find Your Extra** for ideas made for your type of business.

Invited by: _____

QR CODE

STEP 4

Rally your team

You got a yes! Here's a simple plan.

THE WEEK BEFORE

- ☐ Send the team message below
- ☐ Hang a sign in the break room
- ☐ Pick a time and place for the feet photo
- ☐ Register your workplace at Celebrate321.org

ON FRIDAY, MARCH 19

- ☐ Socks on!
- ☐ Team feet photo (faces only if people want)
- ☐ Optional: a 10-minute Learn One Thing talk
- ☐ Post with [#Celebrate321](#) [#WorldDownSyndromeDay](#)

COPY AND PASTE

Team message (email, Slack, or Teams):

Friday, March 19 is Rock Your Socks Day! We're celebrating World Down Syndrome Day (March 21) with Celebrate 3.21. Wear your brightest, most mismatched socks, and we'll take a team feet photo at [time] in [place]. Remote? Show us your socks on camera!

REMOTE AND HYBRID TEAMS

- Use the free Celebrate 3.21 video-call background
- Socks-on-camera moment at the start of a meeting
- Screenshot the gallery view (with permission)

BIGGER WORKPLACES

The **Business Team Kit** has staff emails, a Down syndrome 101 page, a welcoming-customers guide, and answer cards.

FUN EXTRAS (OPTIONAL)

- A "wildest socks" vote with a small prize
- Blue and yellow snacks in the break room
- A sock drive box for a local shelter

SHARE IT

Post your team feet photo with [#Celebrate321](#) [#WorldDownSyndromeDay](#), and tag three other workplaces to join in next year.

AFTER

Follow up and say thank you

A quick follow-up turns a maybe into a yes, and a thank-you makes next year easy.

FOLLOW-UP (ONE WEEK LATER)

Hi [name], just checking in on Rock Your Socks Day, Friday, March 19. I'm happy to handle everything. Want me to send the team message?

[Your name]

THANK-YOU NOTE

Hi [name],

Thank you for saying yes to Celebrate 3.21! Seeing our team rock our socks on Friday meant a lot [to me and my family]. Here's our photo. Thanks for helping make this a place where everyone belongs.

[Your name]

MY INVITE CHECKLIST

- | | |
|--|---|
| ☐ I picked who to ask | ☐ I sent the email or made the ask |
| ☐ I shared the For Your Employer page | ☐ I followed up |
| ☐ We registered at Celebrate321.org | ☐ We rocked our socks on March 19! |
| ☐ I said thank you | |

INVITE THREE MORE

Know someone at another workplace? Send them this kit. Every workplace that joins makes the whole town feel more like home.

TELL US YOUR STORY

Did your team rock their socks? Send a photo (feet or with permission) to [\[Celebrate 3.21 email\]](#).

KEEP IT GOING

After 3.21, invite your team to wear fun socks on the 21st of every month (**#Every21st**). Workplaces that want to do more can explore inclusive hiring with Celebrate 3.21.