



CELEBRATE 3.21 • PRINCIPALS, PTO & STAFF

School Leader Kit

Friday, March 19, 2027



For principals, counselors, PTO/PTA leaders, and school staff who want to lead a school-wide celebration. It includes a planning guide, a week of morning announcements, a bulletin-board kit, a parent FAQ, newsletter copy, a PTO guide, and a school-wide pledge. A 12-slide classroom presentation is a separate file.

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FOR PRINCIPALS

Plan a school-wide 3.21

March 21, 2027 is a Sunday, so most schools celebrate on **Friday, March 19**, or all of 3.21 Week.

TIMELINE

1

6 weeks out

Choose your day (Friday, March 19). Tell staff. Ask families of students with Down syndrome how they'd like to be involved, and respect their wishes.

2

4 weeks out

Teachers pick lessons from the Teacher Resource Guides. PTO plans extras. Order or print signs.

3

3 weeks out

Parent letter/email and newsletter blurb. Build the bulletin board.

4

2 weeks out

Student leaders practice announcements. Plan the school feet photo.

5

3.21 Week

Daily announcements (March 15-19). Lessons, activities, and the Rock Your Socks Day on Friday.

6

After

Thank-you note to families; share photos (with permission); tell Celebrate 3.21 your school took part.

CHOOSE YOUR SIZE

- **Light:** Rock Your Socks + announcements
- **Medium:** add a class lesson + bulletin board
- **Full:** add a pledge, PTO events, and a student-led assembly

RESOURCES FOR EVERY GRADE

- ☐ Teacher Resource Guides (PreK-12)
- ☐ Messages guides & Activity Leader Guides
- ☐ Take-Home Family Kits
- ☐ Classroom slides (separate file)

MOST IMPORTANT

Never single out a student with Down syndrome. Ask the family first. Some students love to lead, and some prefer not to be the focus. Both are OK.

ASSEMBLY IDEA (15 MIN)

- Student leaders explain 3/21
- Show 3-4 classroom slides
- Everyone stands and shows their socks
- School-wide pledge and feet photo

STAFF

- Staff rock their socks too
- Share the Language Matters page
- Classroom slides in every room

TELL US!

Let Celebrate 3.21 know your school is in, so we can count you and cheer you on: [Name] · [phone] · [email]

MORNING ANNOUNCEMENTS

Five days of announcements

Read by a principal or student leaders. Each takes about 30 seconds.

MONDAY

Good morning! This week is 3.21 Week, leading up to World Down Syndrome Day on Sunday, March 21. People with Down syndrome have three copies of chromosome 21. That's why the day is 3/21! This Friday, wear your brightest, most mismatched socks for Rock Your Socks Day!

TUESDAY

Fact of the day: about 5,700 babies with Down syndrome are born in the U.S. every year. People with Down syndrome go to school, play sports, have jobs, and have friends, just like you. Friday is Rock Your Socks Day!

WEDNESDAY

Today's challenge: say hi to someone you don't usually talk to. Everyone belongs at [school]. Two more days until Rock Your Socks Day!

THURSDAY

Why socks? Bright, mismatched socks are a fun way to say 'different looks good here.' Tomorrow is Rock Your Socks Day, so dig out your wildest pair tonight!

FRIDAY

Happy Rock Your Socks Day! Look down at your feet. Look at your friend's feet. No two pairs are alike, and that's what makes [school] awesome. We celebrate people with Down syndrome and every single one of you. Have a great day!

STUDENT LEADER TIPS

- Practice once out loud
- Smile: it's a celebration!
- Say the school's name proudly

BONUS FRIDAY LINE

"Share your class feet photo with your teacher, and we'll post our favorites (feet only!)."

PRINTABLE

Bulletin-board kit

Print the title letters on cardstock (one page of letters here; enlarge 200% for a big board). Students add a paper sock with one thing that makes them special.

**BOARD LAYOUT**

- Title across the top
- Student socks in rows like a clothesline (yarn + clothespins!)
- A “Why 3/21?” card in the center
- Class feet photo in a corner

STUDENT SOCK PROMPT

“One thing that makes me special is ____.” Use the Create Your Own Fun Sock printable or the sock templates in the Activity Leader Guides.

FOR FAMILIES

Parent FAQ & newsletter copy

Post on your website, send in your newsletter, or attach to the parent letter.

Why is our school celebrating?

World Down Syndrome Day celebrates people with Down syndrome and teaches all students that everyone belongs.

What will my child learn?

Age-appropriate messages: everyone is different, differences are good, and we include everyone. Older students learn basic facts about chromosomes and inclusion.

Do we have to buy socks?

No! Any socks work, or two different socks from home. We'll have spares.

Is a student in my child's class being featured?

No student is singled out. Families of students with Down syndrome decide how, or whether, they're involved.

How can I help at home?

Ask your child what they learned, read a book about differences, and use the Take-Home Kit or Family Toolkit.

Will photos be posted?

We follow our photo policy. Feet photos are the easiest! We won't post faces without permission.

NEWSLETTER BLURB

Rock Your Socks Day is Friday, March 19! [School] is celebrating World Down Syndrome Day (March 21) with Celebrate 3.21. Students will learn that everyone is different, and different is good. Please send your child in their brightest, silliest socks!

PARENT EMAIL SUBJECT LINES

Friday: Rock Your Socks Day! · Why is everyone wearing crazy socks? · 3.21 Week at [School]

SCHOOL SOCIAL POST

"So many socks! [School] rocked our socks for World Down Syndrome Day. Everyone belongs here.
#Celebrate321 #WorldDownSyndromeDay"

PHOTOS & PERMISSION

- Feet photos are easy and private
- Ask before posting any face
- Never post children without a parent's OK
- Let people with Down syndrome tell their own story

WORDS THAT WORK

- "Person with Down syndrome" (or ask what they prefer)
- "Has Down syndrome," not "suffers from"
- Celebrate and belong, not pity
- Never the r-word

HASHTAGS

#Celebrate321

#WorldDownSyndromeDay

#RockYourSocks

#CanalWinchester

PTO / PTA & PLEDGE

PTO guide & school-wide pledge

Parent groups can make 3.21 extra special, and a pledge makes it last all year.

PTO / PTA IDEAS

- Sock basket so no student is left out
- Sock-decorating station at lunch or recess
- Staff treat: “Thanks for rocking your socks!”
- Family night: sock craft + inclusive book read-aloud
- Invite a self-advocate or DSACO to speak (with the principal’s OK)
- Optional: collect socks for a local shelter

BUDGET-FRIENDLY

- Ask families to donate spare fun socks
- Print signs and sock templates in-house
- Partner with a Celebrate 3.21 business for treats
- No purchase ever required



Our 3.21 Pledge



At [School], we promise to...

be kind to everyone · include others in our games · celebrate what makes each person special · speak up when someone is left out · remember that different looks good here.

Students sign here. Enlarge for a hallway poster.