



CELEBRATE 3.21 • UNIVERSAL KIT

Universal Starter Kit

For everyone, everywhere



The basics everyone needs: a one-page overview of Celebrate 3.21, a public FAQ, a Language Matters guide, a Where Does My Donation Go? explainer, a brand sheet for partners, a poster, coloring pages, and digital extras (a video-call background, a profile frame, and an email signature).

WHAT'S INSIDE

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A CONTINUE THE STORY INITIATIVE

What is Celebrate 3.21?

Celebrate 3.21 is a community movement for **World Down Syndrome Day**, March 21. We're inviting every business, school, church, family, and organization to show up for people with Down syndrome, starting in Canal Winchester, Ohio, in 2027.



The question: can a whole community show up for 3.21?

The message: **You are valued. You belong here. We celebrate you.**

WHAT IS DOWN SYNDROME?

A person has an extra copy of chromosome 21. It happens naturally, in every kind of family.

WHY 3/21?

Three copies of chromosome 21. The UN recognized World Down Syndrome Day in 2011.

HOW MANY?

About 5,700 babies with Down syndrome are born in the U.S. each year.

FIVE WAYS ANYONE CAN SHOW UP



ROCK

Wear fun, mismatched socks



SHARE

Post about it



DISPLAY

Put up a sign



GIVE

Give, if you'd like



CREATE

Make it yours

WHO TAKES PART

- Businesses & employers
- Schools & preschools
- Churches
- Families & neighbors
- City, first responders & community groups

KEY DATES 2027

- 3.21 Week:** March 15–21
- Rock Your Socks:** Friday, March 19
- World Down Syndrome Day:** Sunday, March 21

GET INVOLVED

Visit Celebrate321.org, follow [@handle](https://twitter.com/handle), and post with [#Celebrate321](https://twitter.com/Celebrate321) and [#WorldDownSyndromeDay](https://twitter.com/WorldDownSyndromeDay).

QUESTIONS

Frequently asked questions

Share this page, post it on your website, or use it to answer questions from your community.

What is World Down Syndrome Day?

A worldwide day, every March 21, to celebrate people with Down syndrome and raise awareness. The United Nations recognized it in 2011, and it was first observed in 2012.

Why March 21?

People with Down syndrome have three copies of chromosome 21, so 3/21.

What is Down syndrome?

A naturally occurring genetic condition in which a person has an extra copy of chromosome 21. It isn't caused by anything a parent did.

What is Celebrate 3.21?

A community movement inviting everyone to show up for people with Down syndrome. It's a program of Continue the Story, a 501(c)(3) nonprofit.

Why socks?

Bright, mismatched socks are a fun way to say "different looks good here," and they start conversations.

Do I have to donate?

No. Celebrate 3.21 is about participation, not donations. Giving is always optional.

March 21, 2027 is a Sunday. When do we celebrate?

All week: 3.21 Week is March 15–21. Most schools and businesses rock their socks on Friday, March 19.

Who can take part?

Everyone: businesses, schools, churches, families, city leaders, first responders, and community groups.

How do I sign up?

Visit [Celebrate321.org](https://celebrate321.org) [\[confirm link\]](#). Individuals and families don't need to sign up. Just join in and post!

Where do donations go?

To Continue the Story, designated for Celebrate 3.21. See "Where does my donation go?" in this kit.

Is it political or religious?

No. It's a celebration of people. Organizations of every background take part.

Can I share photos of people with Down syndrome?

Only with their permission (and their family's, for children). Let people tell their own stories.

I have a family member with Down syndrome. How can we help?

We'd love your voice! See the Family Ambassador Kit, or contact us at [\[email\]](#).

Can my community do this too?

Yes! We're building a "Bring 3.21 to Your Community" kit so any town can host its own campaign.

LANGUAGE MATTERS

Words that celebrate

Words shape how we see each other. These simple swaps put the person first and keep the focus on celebration.

SAY THIS	INSTEAD OF
A person with Down syndrome	A Down's person, a Downs kid
Has Down syndrome	Suffers from, is afflicted with, is a victim of
Down syndrome	Down's syndrome (common in the U.K.; "Down syndrome" is the U.S. usage)
A baby with Down syndrome	A Down syndrome baby
Typical / typically developing	Normal, healthy (as the opposite)
Intellectual disability	The r-word (never), "slow"
Adults with Down syndrome	"Kids," "angels," "forever children"
Celebrate, include, belong	Pity, brave, burden, "despite their disability"

PERSON-FIRST VS. IDENTITY-FIRST

Many people with Down syndrome and their families prefer person-first language ("person with Down syndrome"). Many autistic adults prefer identity-first language ("autistic person"). **The best rule: ask, and use what the person prefers.**

AVOID "INSPIRATION" STORIES

People with Down syndrome aren't here to inspire others. Celebrate them for who they are: friends, coworkers, students, athletes, artists, and neighbors.

IF YOU HEAR THE R-WORD

Stay calm and kind: "Hey, that word hurts people. Could you use a different one?"

TALK TO THE PERSON

Speak directly to a person with Down syndrome, not only to their parent or companion.

GIVE TIME

Some people need a little more time to answer. Wait, and don't finish their sentences.

ADULTS ARE ADULTS

Use the same tone and words you would with any adult.

TRANSPARENCY

Where does my donation go?

Celebrate 3.21 is a participation movement first. For those who choose to give, here's exactly how it works.

WHO RECEIVES GIFTS

Celebrate 3.21 is a program of **Continue the Story**, a 501(c)(3) nonprofit. Gifts are made to Continue the Story and designated for Celebrate 3.21.

EIN: [EIN]

WAYS TO GIVE

- **Online:** Celebrate321.org/give [confirm]
- **Check:** payable to Continue the Story, memo "Celebrate 3.21"
- **At a participating business:** round-up or QR sign
- **Businesses:** see the Business Give Kit

HOW GIFTS ARE USED

[__%]

Campaign materials

Window clings, signs, socks, and printed kits

[__%]

Families & programs

[Programs and support for people with Down syndrome and their families]

[__%]

Community events

Celebrations and gatherings that bring everyone together

[__%]

Local partners

[Grants or gifts to local Down syndrome organizations, if applicable]

TAX RECEIPTS

Gifts to a 501(c)(3) are generally tax-deductible as allowed by law. Continue the Story sends receipts. Ask your tax advisor about your situation.

OUR PROMISE

- Clear, honest reporting after every campaign
- A public recap of what gifts made possible
- Never pressuring anyone to give

Questions about giving? Contact [Name] · [phone] · [email].

FOR PARTNERS

Brand sheet

Partners are welcome to use the Celebrate 3.21 logo and colors to show they're taking part. A few simple rules keep it looking great.

HORIZONTAL LOGO



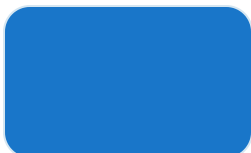
STACKED LOGO



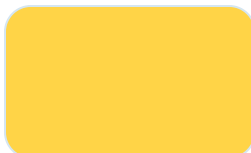
COLORS



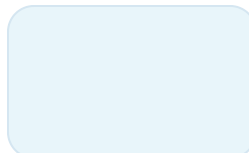
Navy
#17365D



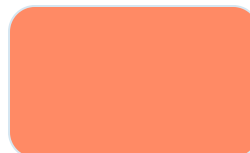
Blue
#1976C9



Yellow
#FFD447



Sky
#E8F5FA



Coral
#FF8A65

FONTS

Baloo 2 for headlines

Karla for body text

Both are free on Google Fonts.

DO

- Use the logo as provided
- Keep space around it
- Use it on white or light backgrounds (or in a white box)
- Pair it with #Celebrate321

PLEASE DON'T

- Stretch, recolor, or add effects
- Change the words or numbers
- Suggest Celebrate 3.21 endorses a product
- Use it on fundraising without the Give Kit wording

Taglines you can use: "Different looks good here." · "You are valued. You belong here. We celebrate you." · "Show up for 3.21." Need logo files? Contact [Name] · [phone] · [email].



CELEBRATE **3.21**

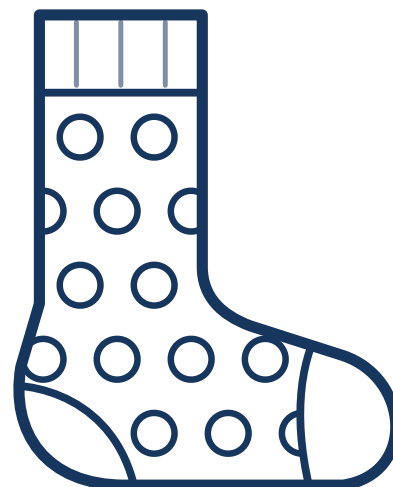
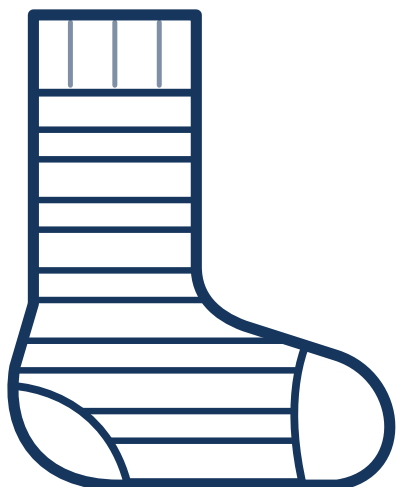
Different looks good here.

Celebrating people with Down syndrome

World Down Syndrome Day · March 21 · #Celebrate321



Color the socks!



Happy 3.21!



Different
looks good
here!

