



Canadian  
Down Syndrome  
Society

Société  
canadienne de la  
trisomie 21

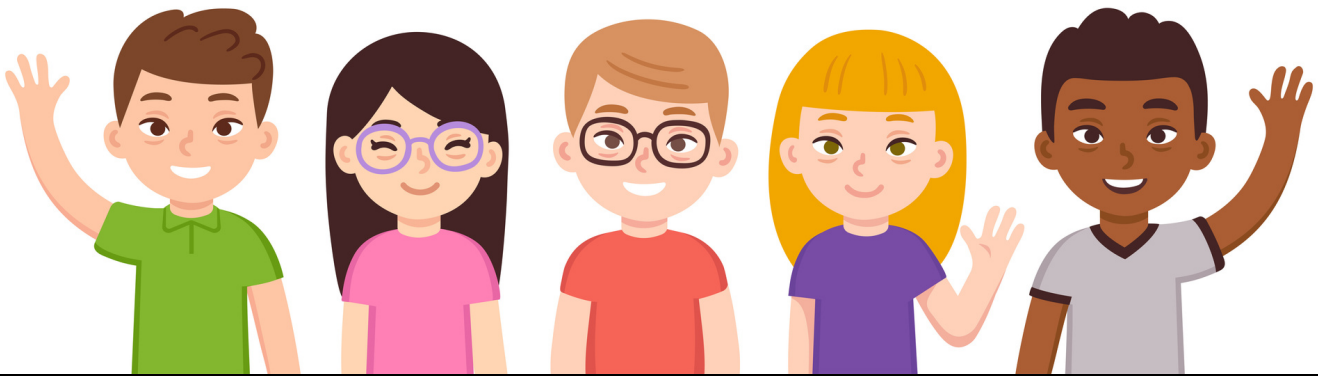
# 321 Funds

Community Fundraising Toolkit: School Edition



# **Want to Start a 321 Fundraiser?**

321 Funds is a community fundraising program designed to help students of any age, ability, and location plan fundraising projects that benefit thousands of Canadians with Down syndrome. We have four fundraising initiatives that you and your school can choose to take part in.



## **1 21 Positivity Project**

Kindness-driven initiative to spread positivity in your school community.

## **2 Down for Anything**

Physical activity-based initiative that will get your school moving together.

## **3 Hands Down**

Creativity-fueled challenges, involving hands-on activities and community services.

## **4 Create Change**

Participants can come up with their own unique fundraiser and share their projects with us using #CreateChangeCDSS!

## ➤ Be Creative

After you have approval to start your fundraiser from your school, think of the best way to share your project: make posters for around the school, speak on the morning announcements, or create a take-home flyer.

## ➤ Get Others Involved

Encourage others to get involved! Whether you've decided on a bake sale, a car wash, a fun run, or writing notes of kindness, ask your friends and adults you trust to help out.

## ➤ Check in with Our Team

Check in with CDSS community fundraising staff to help you spread the word and get helpful tips. We are here for you and so thrilled to have your support!

## ➤ Celebrate!

When your fundraiser is over, take a moment to celebrate! Remember to thank everyone who helped with their donations and support.



***Try to pick a fundraiser idea that everyone can participate in or give options to participants.***



# How to Get Started

## Pick Your Fundraising Initiative

Choose which fundraising initiative you are going to take part in: 21 Positivity Project, Down for Anything, Hands Down, or Create Change.

## Set Your Fundraising Goal

It is important to set goals when fundraising to motivate participants and to help everyone track their progress when collecting donations.

## Brainstorm Ideas

Make a list of ideas for your fundraiser. Ask yourself: What can I make? What can I do? Will there be a theme? What will I name it? You can find many ideas on pages 5 and 6 of this toolkit.

## Register Your Fundraiser

Let us know about your fundraiser so we can help spread the news! Visit [www.CDSS.ca/community-fundraising/](http://www.CDSS.ca/community-fundraising/) and follow the steps to register.



# \* Fundraising Ideas



## ✓ *The 21 Positivity Project*

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### **Warm Words**

Assign each student to write an anonymous note of kindness to someone else in the class. Each day, change up the assigned recipients. Encourage students to collect donations from their families.

### **Talent Show**

Encourage staff and students to show off their most impressive skills and talents. Guests can donate at the door to see the show!

### **Kindness Carnival**

Students, staff, and parent volunteers can help organize an activity-oriented carnival! You can include corn hole, bocci, or other easy-to-access games, and can even incorporate a bake sale or a happy ducky race. Carnival guests can make any sized donation to participate.

## ✓ *Down for Anything*

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### **Danceathon**

Host a dance-a-thon in your school's gym! Choose a theme and get students to fundraise for the few weeks before the event. Have prizes for the top fundraisers.

### **Teachers vs. Students 3-Pitch Game**

Collect teams of Teachers vs. Students to play a game of 3-pitch softball. Students and teachers can all raise money for your school's 321 fundraiser!

### **Anything BUT Walking Relay**

Skip for a lap, dance around the track, or even do the worm for a loop! Have students assigned to or register as teams to participate in the event.

## **Hands Down**

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### **Art Show**

Collect donations at the door and let guests take a stroll through a gallery of masterpieces created in art class. Students can even put their work up for sale to collect more donations!

### **Drama Club Play**

Collect donations at the door and invite families, teachers and students to enjoy some live entertainment from the drama club/class students.

### **Throw a Concert**

Like any concert, guests must purchase tickets to attend a concert put on by the school's band, and ticket sales go toward the fundraiser.



### **Woodshop Sale**

Don't let the projects that students worked so hard on sit and collect dust, sell them to the school community to raise money for 321 Funds!

### **Community Clean Up**

Organize a garbage collection fundraiser by assigning classes to clean up different areas of the community. Students and community members are encouraged to bring in donations

### **BBQ**

Host a community BBQ, offering everyone a meal in exchange for a donation.

### **Car Wash**

Hold a car wash, run by students and teachers, and collect donations.



## **Create Change**

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Have your own idea for a fundraiser? Make it happen with Create Change and share it with us! Use the hashtag #CreateChangeCDSS.

# \* Things to Help

## Printable Items

- [Registration Form](#)
- [Event Poster](#)
- [Thank You Poster](#)
- [Down Syndrome Poster](#)
- [Fundraising Thermometer](#)

***Thank you for participating in 321 Funds!***



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## Questions?

If you have any questions about 321 Funds or would like to speak to us about your event, please email [pamelam@cdss.ca](mailto:pamelam@cdss.ca) or call [1-800-883-5608](tel:1-800-883-5608).

Donations from 321 Funds activities can be mailed to:

Canadian Down Syndrome Society  
Suite 223, 1001 1st St SE  
Calgary, Alberta T2G 5G3