



Canadian
Down Syndrome
Society

Société
canadienne de la
trisomie 21

321 Funds

Community Fundraising Toolkit



Want to Start a 321 Fundraiser?

321 Funds is a community fundraising program designed to help individuals, groups, and corporations plan fundraising projects that benefit thousands of Canadians with Down syndrome. The program is designed so that people of any age, ability, location, or income level can participate. We have four fundraising initiatives that you can choose to take part in.



1 *21 Positivity Project*

Kindness-driven initiative to spread positivity in your community.

2 *Down for Anything*

Physical activity-based initiative that will get your group 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!

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.

Gather Your Team

Round up a group of individuals, family and friends who share the same values to help change lives across Canada! Build your fundraising team and name your group.

Set Your Fundraising Goal

It is important to set goals when fundraising to push yourself to achieve your own definition of success. The best part is that there is no minimum or maximum goal, that's up to you! Your team can set a goal to raise a little or a lot.

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/ and follow the steps to register. You can even customize your group's page with photos and stories to draw in donations.



* 321 Fundraising Pillars

✓ 21 Positivity Project



21 Days of Kindness

Pledge an act of kindness every day while raising money and awareness for Down syndrome. Share your kind actions with your supporters through social media, email, or however you stay connected.

Sticky Note Scavenger Hunt

Leave a positive note on a sticky note wherever you'd like! Encourage supporters to keep their eyes open for a bright message.

Host a "More Similar Than We Think" Event

Bring together your community by hosting an event for people to make connections. Each person can sign up, donate, and write any fact about themselves on a piece of paper. Community members can then mingle and find that they might have something in common with someone they didn't know before.

Community Letters

Write cards for residents in community living centers, bringing joy to individuals that are often overlooked in society, but vital members of the Down syndrome community. Share your journey via social media and ask loved ones for donations.

Happiness Rocks

One of the greatest joys in life is recognizing the beauty in the little things. By taking any ordinary rock and painting it with a positive message, you can spread positivity wherever you are, leaving behind a trail of impact. Share your project via social media with #CDSSHappinessRocks to encourage donations.



Down for *Anything*

Workout Challenge

Commit to practicing a challenging exercise every day for 21 days as a group, and hold your teammates accountable.

Putter Up

Dedicate a round of golf to fundraising by seeking sponsorship from family and friends.

Raffle

Purchase a roll of raffle tickets, sell them at games or tournaments for a fee, and draw a winner at the end. The winner gets 50% of the money raised and the rest goes towards the team's fundraiser.



Community Softball Tournament

Invite your community to the ball diamond for a tournament. Anyone can participate by giving a donation. Assign group members to certain responsibilities to ensure the event runs smoothly (ie. assigning teams, ensuring everyone stays hydrated, a scheduling expert, etc).

Gaming Tournament

Whether your group gathers pool tables, Mario Kart, or plenty of board games, gather your community for a gaming tournament. Participants can sign up by donating and compete in playing whatever games they enjoy with friends and family.

Community Walk/Run

Invite members around your community or just within your group to sign up for a community walk or run. Allow participants to choose from a 2k, 3k or 5k and let the walkathon begin!



✓ **Hands Down**

Make Jewelry

String together some beads and tie a knot or learn new weaving patterns for friendship bracelets. At whatever price point you choose, sell your creations to your supporters and collect the profit as donations.

Bake Up a Storm

Send out an online form to your community and learn some new recipes by making cookies or baked goods per their requests and selling their favourite treats to them!

Classic Lemonade Stand

All you need is a table, a sign, cups and some lemonade! Set up a lemonade stand at the end of your driveway, prepared with a donation collection box and everyone's favourite thirst-quenching beverage.

Neighbourhood Services

Make the most of your skill sets! Offer your services to neighbours, family, and friends as a grass-cutter, gardener, dog-walker, or fence painter in exchange for donations.

Battle of the Bands

Invite musicians in your community to participate in a battle of bands! To register to compete or to watch, require participants to donate.

Bottle Drive

Gather a group to collect bottles or cans around the community to return empties to your local liquor store for the deposit return money.

✓ **Create Change**

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



Resources

Digital Items

- [Sample Emails](#)
- [Sample Instagram Post](#)
- [Sample Facebook Post](#)
- [Sample Instagram/Facebook Story](#)

Printable Items

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

Thank you for participating in 321 Funds!



Questions?

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