



How to Approach Your Workplace, School and Community to Promote Genes Day™

In the Workplace:

- Take your Genes Day™ flyers to the supervisor of your workplace and let them know that you would like your workplace to support Genes Day™.
- Print your “My Child is a Star” Genes Day™ flyer with your child’s picture to show everyone why Genes Day™ is important to you.
- Post both information and “My Child is a Star” flyers in prominent areas of your workplace (i.e.: break room, copy room, bulletin boards, windows, etc)
- Have plenty of extra flyers (both kinds) on hand to share with others to pass out throughout the community.
- Put a collection jar in a prominent place in your workspace with the Genes Day™ flyer to remind everyone that you are collecting for IMDSA and give them your special website so they can donate directly to your team online.
- Remind everyone of the deadline to order T-shirts for this special event! (March 7th is the deadline to order T-shirts. March 3rd for those outside of the US. Adult sizes only) For every \$25 raised you will receive one T-shirt.
- Continue to collect money and encourage others to help you become the top fundraising team! (The top 3 teams will receive special prizes)
- Print out the “MDS for Adults” or “Ds for Adults” information sheets to pass out during Genes Day™.
- On March 21st pass out information sheets to everyone you come in contact with for the day and explain the unique genes of mosaic Down syndrome and Down syndrome! (note: Because March 21st falls on a Christian holiday, if your place of business is closed you can host your Genes Day on March 20th or whatever day is best for you)
- Have fun on Genes Day ! This is a great time to spread awareness and educate others about mosaic Down syndrome and Down syndrome!

In the School:

- **Make an appointment to speak to the principal or head director.**
- **Print out your Genes Day™ flyer, “My Child is a Star” flyer, “MDS for Kids” or “Ds for Kids” flyer and the School Activities flyer.**
- **During your meeting show the Genes Day™ flyers to the principal/head director and explain that Genes Day™ is IMDSA’s official awareness day and why it is important to you.**
- **If the students and/or staff in your school are not allowed to wear jeans to school, this could be a special exception and make the day extra fun for them.**
- **If students and/or staff are allowed to wear jeans daily, then you could suggest that they be allowed to decorate their jeans for this special day.**
- **Explain that you would like all of the school staff involved in this special day.**
- **Ask the principal to pass out the Genes Day™ flyers to the students in the school, so they can take them home to parents.**
- **Ask the principal to also post the Genes Day™ flyers in the teachers lounge and hallways to remind everyone of Genes Day™**
- **On the week before Genes Day™ be sure staff understands their roles and students are reminded of the day.**
- **On March 21st have teachers pass out “MDS for Kids” or “Ds for Kids” information sheets.**
- **On March 21st have students complete fun activities to understand mosaic Down syndrome or Down syndrome.**
- **Have fun on Genes Day™. ! This is a great time to spread awareness and educate others about mosaic Down syndrome and Down syndrome!**

In Your Community:

- **Print out your Genes Day™ flyers.**
- **Visit prominent places in your community. (Doctor's office, Beauty Shop, Hospital, Pharmacy, Grocery Store, etc)**
- **Talk to head supervisor and tell them you want your community to celebrate Genes Day™.**
- **Give Genes Day™ flyers to supervisor and explain the event and why it is important to you.**
- **Post flyers and collection jars in prominent places throughout your community to promote the event.**
- **Provide "MDS for Adults" or "Ds for Adults" flyers for community places.**
- **Talk with local newspaper about placing your "My Child is a Star" flyer in their publication.**
- **Check weekly with places that are helping you promote event.**
- **Remind everyone of the deadline to order T-shirts for this special event! (March 7th is the deadline to order T-shirts. March 3rd for those outside of the US. Adult sizes only) For every \$25 raised you will receive one T-shirt.**
- **Be sure to thank all community owners for participating.**
- **Be available throughout your community (if possible) on March 21st to thank others for participating.**
- **Have fun on Genes Day™. ! This is a great time to spread awareness and educate others about mosaic Down syndrome and Down syndrome!**