



**Sign
Language
Week** British Deaf
Association



Wear it Blue
For businesses



Welcome to Sign Language Week

We're thrilled to have your school join our celebration of Deaf community pride, identity and language.

Sign Language Week is the **British Deaf Association's** national celebration of British Sign Language (BSL) and Irish Sign Language (ISL), held every March. It marks 18 March 2003, when BSL was first recognised by the UK Government, and encourages people across the country to learn about — and connect with — the UK's signing communities.

The British Deaf Association (BDA) is the **national Deaf-led organisation representing BSL and ISL across the UK**. Founded in 1890 by Deaf leaders, we exist to strengthen signing communities, support families, celebrate Deaf culture and identity, and lead national change towards sign language equity.

This year's theme, **United in Sign**, invites everyone to show pride and allyship by celebrating the languages, culture and identity of the Deaf community.

Sign Language Week 2026 will take place from **16–22 March**, and we're asking you to turn your business blue for the day in support of Sign Languages and the Deaf community

Wear blue, decorate in blue, and raise a funds **in support of Deaf-led change** for BSL, ISL and Deaf culture.

Your involvement helps build a future where **Deaf children grow up proud and connected**, and sign language is **embedded and respected** across public life.

Get in touch!

bda@bda.org.uk

signlanguageweek.org.uk

Wear it Blue – How to take part

Choose a day during Sign Language Week and turn your business blue — showing pride, allyship, and support for Deaf-led change across the UK.

Why blue?

Blue is a key colour in the Deaf flag, a global symbol of Deaf identity and unity.

The flag's turquoise blue represents sign language and community — the heart of Deaf culture. The dark blue represents humanity, and the journey of Deafhood.

Why it matters

- Celebrates sign language and Deaf culture within your community
- Supports Deaf-led programmes, youth leadership, family support and our work leading the UK towards a future where sign language belongs everywhere.

1: Choose your day

This can be during Sign Language Week, or throughout March

2: Invite your community

Use the template letters for posters included in this pack.

3: Wear Blue, fundraise

Hold a blue bake sale, a celebration event or simply show up in blue and raise much needed funds for the BDA.

How to set up a JustGiving fundraising page

1

Log in or sign up

Go to [justgiving.com](https://www.justgiving.com). Click 'Start Fundraising' and select 'Yes, I'm fundraising for a charity'. You'll be prompted to log in or sign up. Search for 'British Deaf Association' as your cause.

Choose a cause you'd like to support

British Deaf

UK charities

RESULTS

 British Deaf Association
UK · RCN 1031687

2

Set up your fundraiser

Select 'Appeal for a charity' and then name your event (e.g. Go Blue for sign Language Week!). Next set a fundraising target.

Tell us more about your activity

Type of activity

Appeal for a charity

Looking for a mass participation event?
[Switch to taking part in an event](#)

Activity details

Blue Bakes for the BDA!

3

Personalise, publish, share!

Name your page, explain why your organisation is raising funds, then customise your URL for easy sharing. Now you're ready to get fundraising!

A great story will help to engage potential supporters. Not ready? [Skip and add later](#)

Page title

We're fundraising for Sign language Week!

Why are you raising money?

T 99 65 8

We are asking everyone to Go Blue! For Sign Language Week and raise funds for

Use our example text below

We are asking everyone to Wear it Blue for Sign Language Week to raise much needed funds for the British Deaf Association, to support their work delivering vital services for Deaf people and their families, advocating for language rights, and leading the UK towards a future where sign language belongs everywhere.

Let's Wear it Blue this Sign Language Week. [#SignLanguageWeek](#)

Together, we can ensure future generations inherit a stronger, more inclusive society.

Totaliser

Track your funds raised here!

Goal

[Empty box]

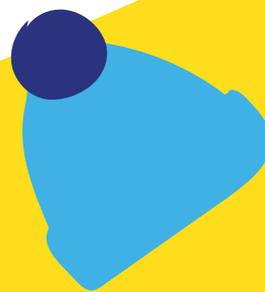


GO
Blue!
For BSL

Go blue, raise vital funds

When?

Suggested donation



BDA
BRITISH DEAF ASSOCIATION



Sign Language Week



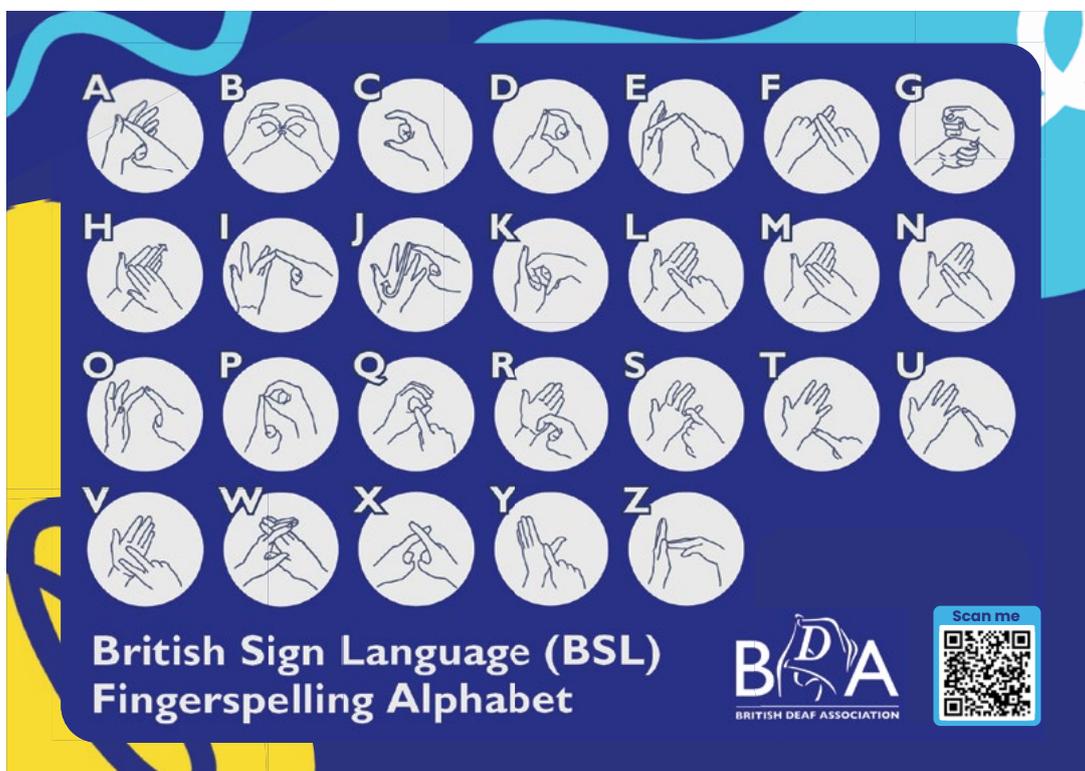
You're invited!

When?

Where?



Fingerspelling flash cards



A grid of 26 circular icons showing hand gestures for the BSL fingerspelling alphabet. The letters are arranged in four rows: Row 1: A, B, C, D, E, F, G; Row 2: H, I, J, K, L, M, N; Row 3: O, P, Q, R, S, T, U; Row 4: V, W, X, Y, Z. Below the grid, the text reads "British Sign Language (BSL) Fingerspelling Alphabet". To the right is the BDA logo (British Deaf Association) and a QR code with the text "Scan me".



A grid of 26 circular icons showing hand gestures for the ISL fingerspelling alphabet. The letters are arranged in four rows: Row 1: A, B, C, D, E, F, G; Row 2: H, I, J, K, L, M, N; Row 3: O, P, Q, R, S, T, U; Row 4: V, W, X, Y, Z. Below the grid, the text reads "Irish Sign Language (ISL) Fingerspelling Alphabet". To the right is the BDA logo (British Deaf Association) and a QR code with the text "Scan me".

Print out as many copies of this page as you like and cut each flash card out. Don't forget to scan the QR codes to watch the videos!

Bunting



Print out as many copies of this page as you like. Cut the triangles out along the dotted lines. Fold along the white lines, sticking string under the folds.

Funds Box



Print this out on card, or stick to some card.

Cut along the dotted lines and fold along the white lines

Glue or tape the flaps so your box is secure

Collect your donations!

Pay in your collected donations to your JustGiving Page or directly by scanning this QR code:





Training and Consultancy

We're so grateful that your company is joining us for one of our British Sign Language (BSL) Sign Language Week (SLW) Lessons!

Our revamped training and consultancy department can support you with all your sign language and Deaf culture related consultancy needs. We want to help you, to get it right, and be able to support your Deaf customers and employees.

For organisations that are striving for excellence around supporting Deaf customers and staff, we have our flagship Sign Language Charter. We can come to your organisation, review your working practice, and give you a tailored report advising how you can improve your provision to ensure equality of access.

We also offer a consultancy service on any sign language or Deafness related area of concern. We have recently worked with a large global beverage company to help develop an app that can support staff to learn sign language.

Requests for sign language training are growing, and we would love to share our passion with you, and help you to improve your sign language skills and levels of Deaf awareness.

We can do this in a variety of ways. We can come to your place of work, anywhere in the UK or online, and deliver face to face training. We are happy to work with you to make a plan that is best for your organisation's needs.

Find out more

bda@bda.org.uk

Any questions?

Get in touch
bda@bda.org.uk



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and Scotland (SC042409) Company No: 2881497
(England and Wales)