



**Sign
Language
Week** British Deaf
Association



Wear it Blue
fundraising pack for schools



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 schools 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 school blue for the day in support of Sign Languages and the Deaf community

Wear blue, decorate in blue, and raise a suggested **£1 per pupil in support of Deaf-led change** for BSL, ISL and Deaf culture.

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



Wear it Blue – How to take part

Choose a day during Sign Language Week and turn your school into a sea of 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 school community
- Strengthen pupil Deaf identity
- 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 parents and posters included in this pack.

3: Wear Blue, fundraise

Collect a suggested £1 donation either in cash or through ParentPay.



Any questions?

Get in touch

laura.jacques@bda.org.uk

Making more of the day

More ways to bring your Wear It Blue day to Life

Celebrate Sign

Host an event celebrating Sign Language and Deaf culture. From poetry and storytelling to comedy and signed song, BSL is creative, expressive and made to be shared. Mark Sign Language Week by celebrating language, identity and community.

Blue-Themed Bakes

Blue cupcakes, blue biscuits... even blue fruit! Parents and staff can join the fun too.

“United in Sign” class creative challenge

Drawing, painting, collage, sculpture... Each class creates a group display inspired by sign language. Winning class gets a mini prize!

Letter to parents

Copy this message and share it with parents, carers and guardians to let them know your school is taking part in Sign Language Week.

Subject: Sign Language Week 2026

Dear Parents, Carers and Families,

We are excited to let you know that our school will be taking part in **Sign Language Week 2026**, a national awareness week organised by the British Deaf Association (BDA), celebrating Sign Language and Deaf culture.

During the week, we are asking for pupils to wear blue, a key colour in the Deaf flag, and a symbol of Deaf unity and allyship. Families may wish to contribute a voluntary donation of £1.

Donations help the BDA continue their work strengthening signing communities, putting language into the hands of families with deaf children, celebrating Deaf culture and identity, and leading national change.

We hope your child enjoys the day.



ParentPay sample text

Copy and paste the text below when setting up
your cashless payment

Payment item:

Name of child – Wear it Blue for Sign Language Week

Payment due:

Add date March 2026

Description:

We are asking for pupils to wear blue in support of Sign Language and the Deaf signing community. Families may wish to contribute a voluntary donation of £1. Every donation helps the British Deaf Association put language into the hands of deaf children.

Totaliser

Track your funds raised here!

Goal

[Empty oval box]



Sign Language Week

British Deaf
Association



Wear it Blue for Sign Language!

When?

Where?



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.

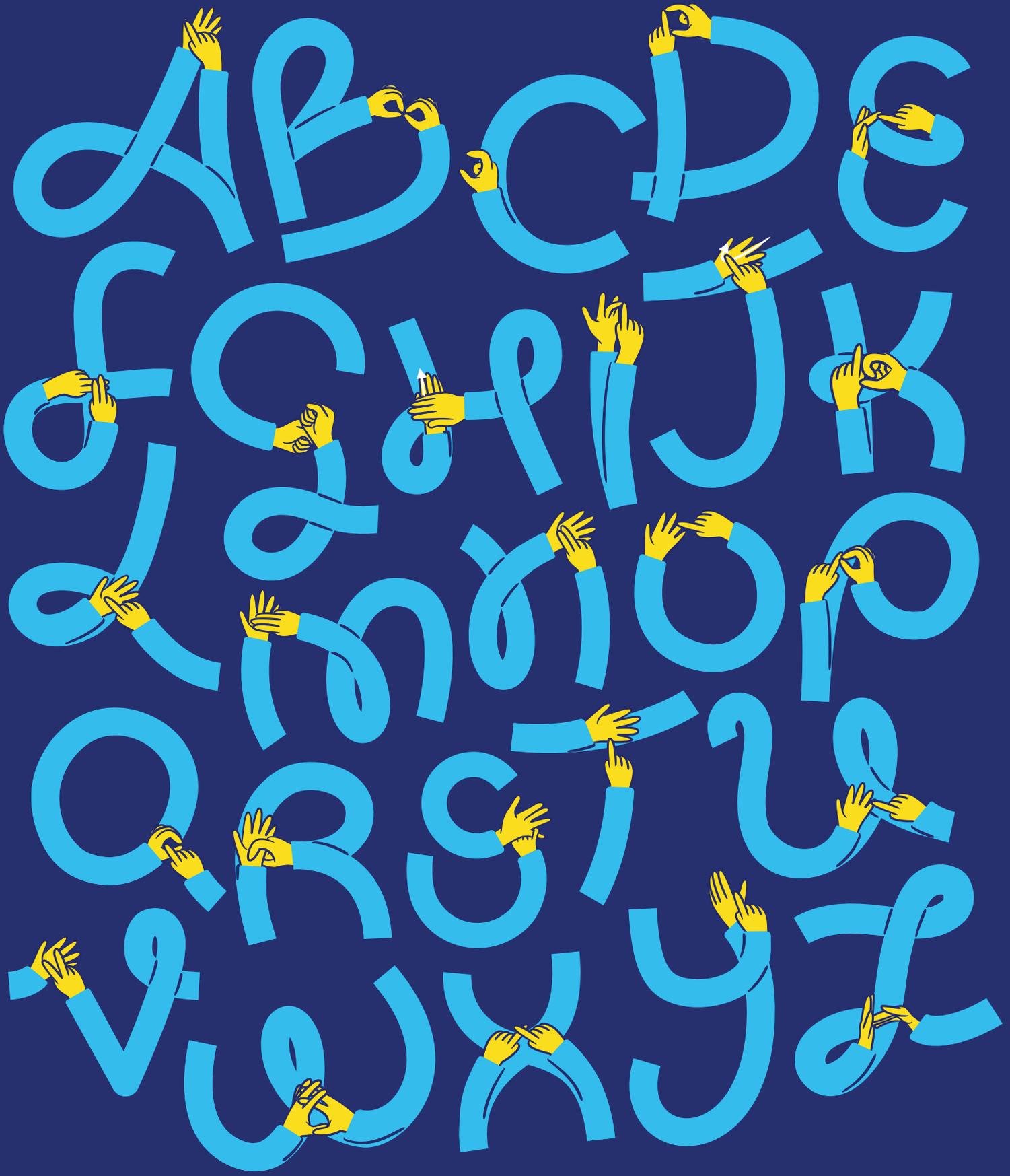
Cut along the dotted lines and fold along the white lines

Glue or tape the flaps so your box is secure

Collect your donations!

Pay in your collected donations by scanning this QR code:





Sign
Language
Week



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-G), Row 2 (H-N), Row 3 (O-U), and Row 4 (V-Z). Each icon is a white line drawing on a dark blue background. Below the grid, the text 'British Sign Language (BSL) Fingerspelling Alphabet' is written in white. To the right is the BDA logo (British Deaf Association) and a QR code with the text 'Scan me' above it.

British Sign Language (BSL)
Fingerspelling Alphabet

BDA
BRITISH DEAF ASSOCIATION

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-G), Row 2 (H-N), Row 3 (O-U), and Row 4 (V-Z). Each icon is a white line drawing on a dark blue background. Below the grid, the text 'Irish Sign Language (ISL) Fingerspelling Alphabet' is written in white. To the right is the BDA logo (British Deaf Association) and a QR code with the text 'Scan me' above it.

Irish Sign Language (ISL)
Fingerspelling Alphabet

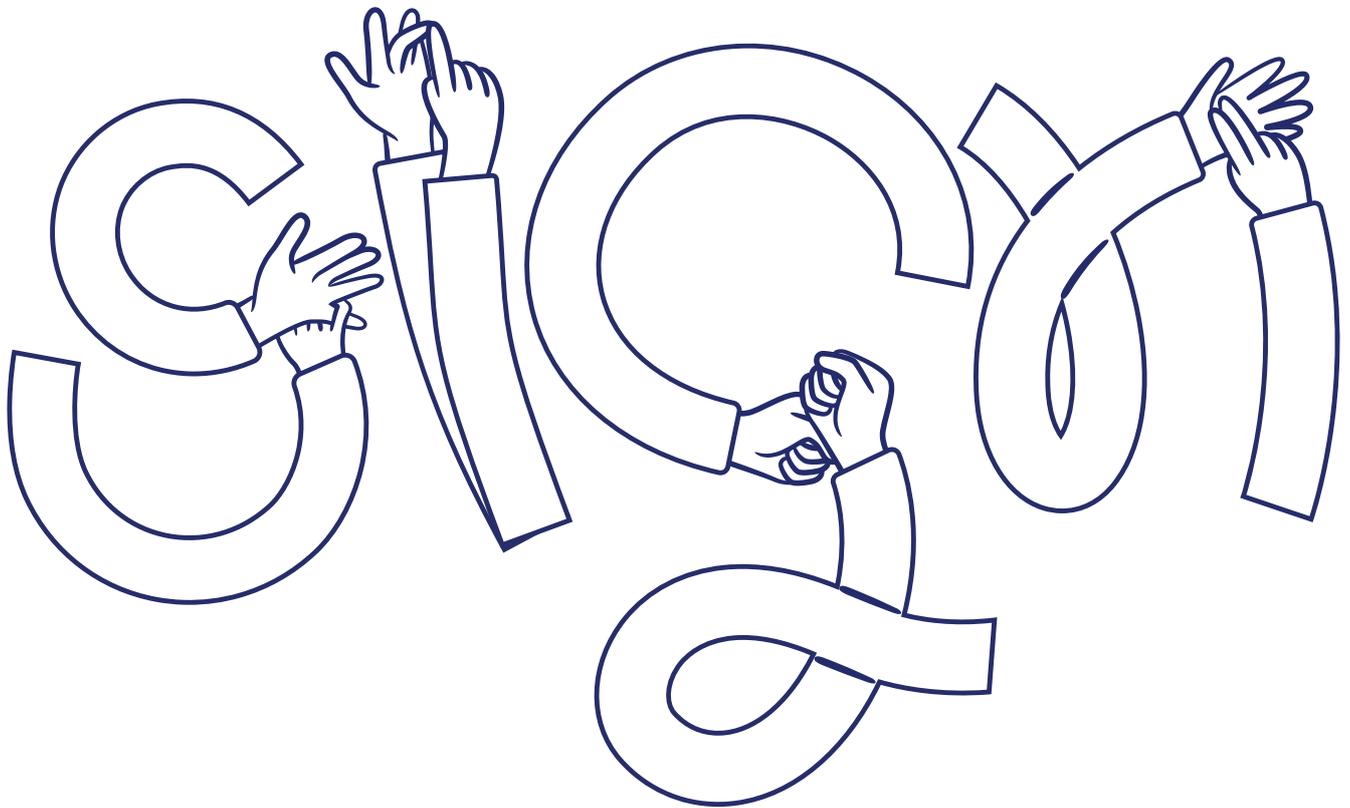
BDA
BRITISH DEAF ASSOCIATION

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!

Colour me in!

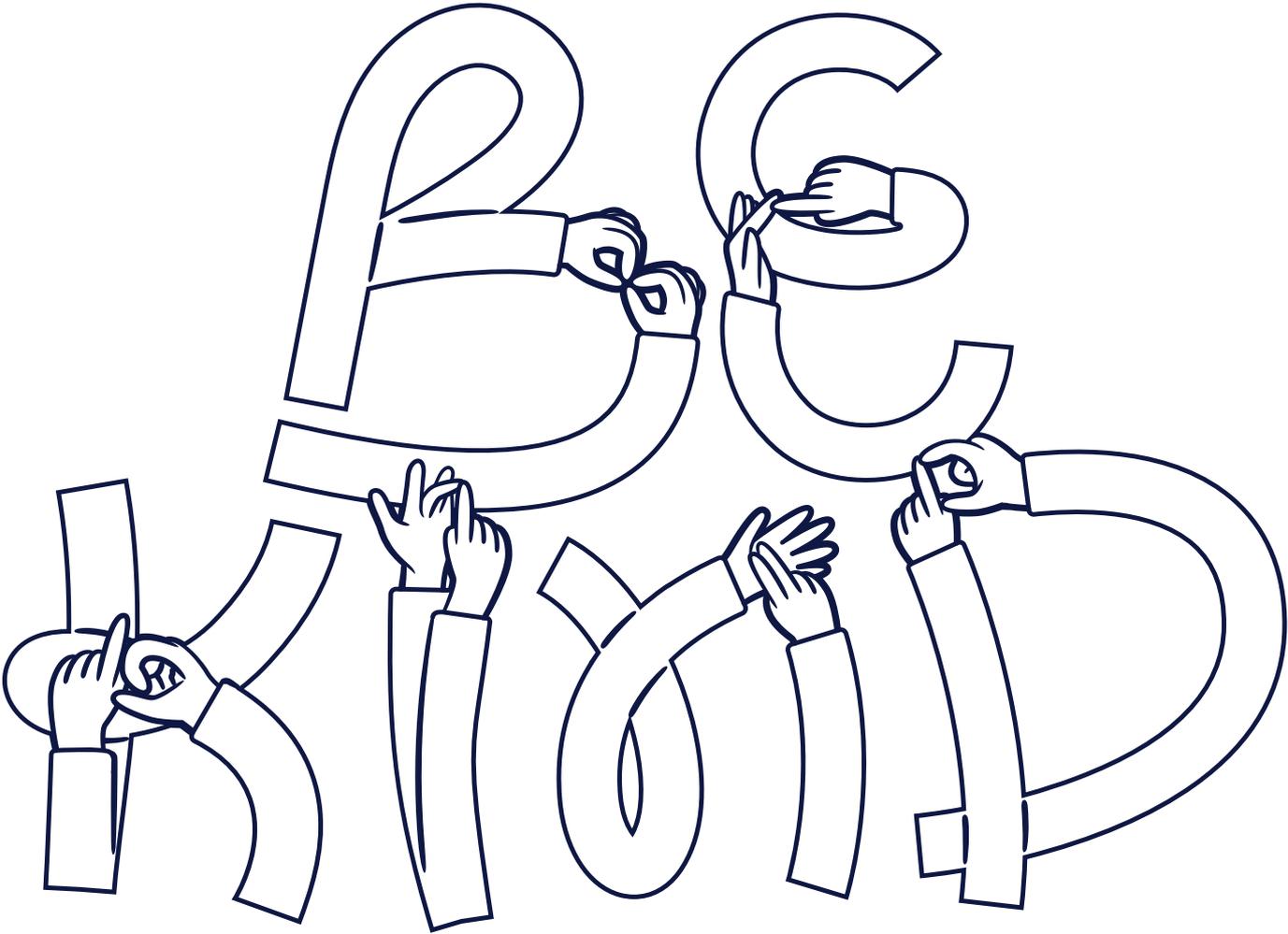
United in



**Sign
Language
Week**



Colour me in!

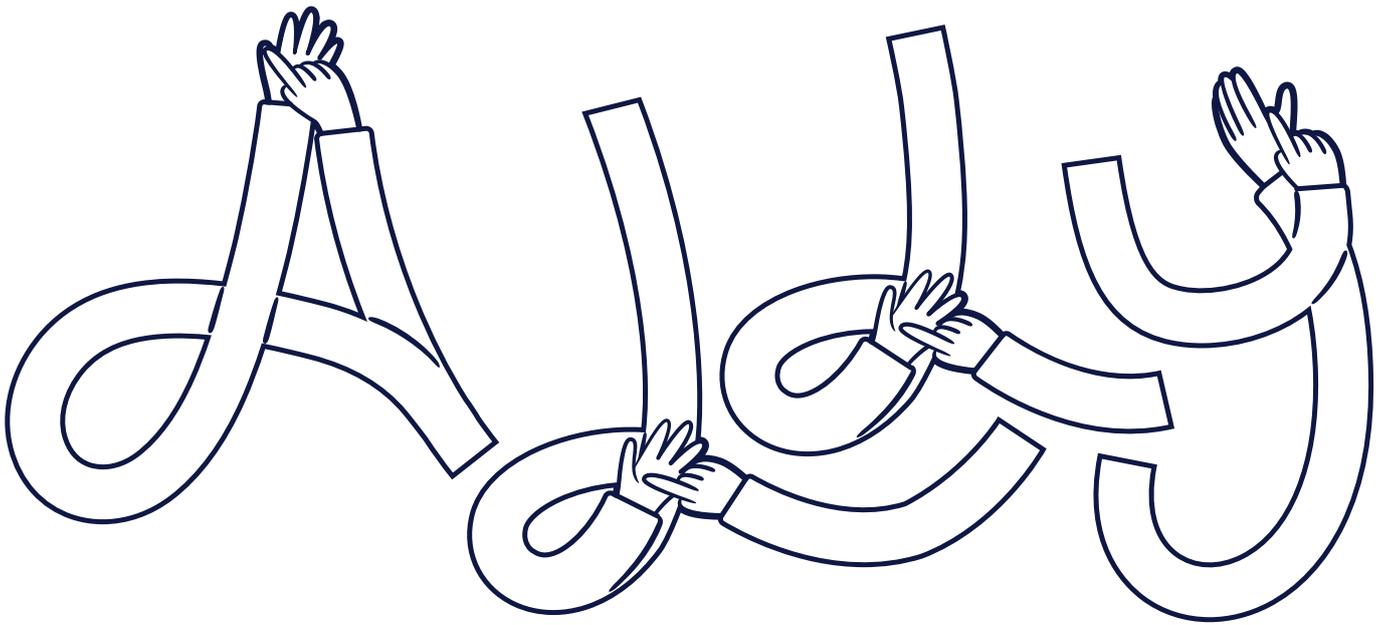


**Sign
Language
Week**



Colour me in!

I'm a BSL



**Sign
Language
Week**



Any questions?

Get in touch
bda@bda.org.uk



Registered charity - England and Wales (1031687)
and Scotland (SC042409) Company No: 2881497
(England and Wales)