



**Sign
Language
Week** 17-23 March



**Fundraising
pack**

Hello!

Thank you for downloading our Sign Language Week (SLW) pack!

Inside, you'll find an impact report from last year's Sign Language Week, materials to help you celebrate the week, tips on advocating for British Sign Language (BSL), and creative ways to fundraise. We hope you find this pack helpful and can't wait to celebrate Sign Language Week with you!

Sign Language Week is a flagship awareness week for BSL and Irish Sign Language (ISL) celebrated every March. It commemorates the UK Government's recognition of BSL as a language in its own right on 18 March 2003.

The campaign aims to celebrate and educate people about BSL and ISL, encouraging more individuals to learn these languages and ensuring their preservation for future generations.

Get in touch!

bda@bda.org.uk

signlanguageweek.org.uk

The theme colour for SLW is turquoise, inspired by the Deaf flag—a global symbol of unity and identity for Deaf communities. The Deaf flag was officially approved in the summer of 2023 by members of the World Federation of the Deaf (WFD), including the British Deaf Association (BDA) and other National Associations of the Deaf.


Team BDA





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Sign Language Week 2024

Thank you to everyone who contributed

We're excited to build on this momentum and make 2025 even bigger and better!

18 March

we launched 'BSL in Our Hands', our campaign to address the critical need for early access to British Sign Language (BSL) for deaf children and their families/carers.

3500+

people downloaded our email template to make their MPs aware of the systemic barriers that mean families often lack support, and to call for change.

40+

Parliamentary officials attended our campaign launch event, including MPs, Lords, and Ministers, with speeches from Virginia Crosbie MP, Chloe Smith MP, and Mims Davies MP as well as stories and performances from Deaf community leaders, parents, and schools.

2

2 mentions in House of Commons Work and Pensions Questions, bringing national attention.

£2,081.47

raised by our generous supporters during Sign Language Week alone.

1200+

people joined our free BSL lessons with Yvonne Cobb, our Celebrity Ambassador



Advocating for BSL

Advocate for the BSL in Our Hands campaign and support the early access to British Sign Language (BSL) for Deaf children and their families.

Write to your MP and express your support

To find your MP, go to members.parliament.uk/FindYourMP

In your email, explain why early access to BSL is vital for Deaf children and their families. Emphasise your support for:

- 1 Funding free access to BSL for families of newly identified Deaf children.
- 2 Ensuring the highest standards of BSL teaching, including fluent Deaf and native signers.
- 3 Implementing these changes nationwide.

For further details to help you express your support, visit bda.org.uk/bsl-in-our-hands.

Add Your Handprint to the Petition

As part of the BSL in Our Hands campaign, the BDA has created a Handprint Petition. Rather than simply signing a petition, you are invited to submit a handprint — symbolising your support for the campaign.

To add your handprint, visit the BDA's campaign page at bda.org.uk/handprint, where you can upload your handprint digitally. Our vision is to create a powerful visual petition of handprints to present to Parliament.





Any questions?

Get in touch with
bda@bda.org.uk

Get set for success with our fundraising ideas!

Go Blue!

Encourage your community to wear blue during Sign Language Week. Invite participants to donate a small amount to join in. Share your outfits with #GoBlueForBSL for a chance to feature on our website.

Blue-Themed Charity Runs/Walks

Organise a fun run or walkathon where participants wear blue. Participants can get sponsored per lap or for completing the event.



Blue-Themed Bake Sale

Offer blue-colored treats at community events. Bake or bring in blue-coloured treats, and the proceeds from the sales will help support our work.

Hands in Motion - A Sports Day Fundraiser

A fun-filled, sports day featuring games and activities such as Pickleball, Handball, Volleyball and Tug-of-War. Entrants pay a small fee to participate.

Let the world know you're taking part


[Download our social badges](#) and share wherever you're social.

How to set up a JustGiving fundraising page

1

Log in or sign up

Go to **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

Search: British Deaf

UK charities

RESULTS

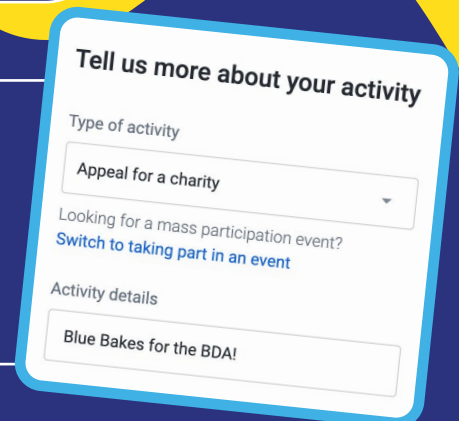
 British Deaf Association
UK • RCN 1031687

British Heart Foundation

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](#)

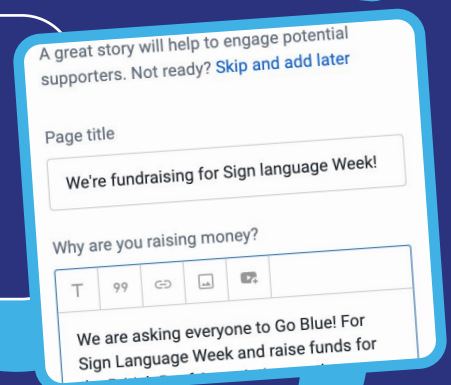
Activity details

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 99 99 99 99

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 Go 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 providing essential Deaf awareness training.

Let's Go Blue this Sign Language Week. #SLW2025.


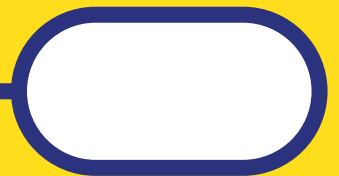
Together, we can ensure future generations inherit a stronger, more inclusive society.



Totaliser

Track your funds raised here!

Goal

A white rounded rectangular box with a dark blue border, intended for the goal amount. It is decorated with small blue and white confetti-like shapes.A white rounded rectangular box with a dark blue border, intended for recording a fund.A white rounded rectangular box with a dark blue border, intended for recording a fund.A white rounded rectangular box with a dark blue border, intended for recording a fund.A white rounded rectangular box with a dark blue border, intended for recording a fund.A white rounded rectangular box with a dark blue border, intended for recording a fund.



Go blue, raise vital funds

When?

Suggested donation





Sign Language Week



You're invited!

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.

Any questions?

Get in touch

bda@bda.org.uk