

Student Testimonials:

I love the class. I love our instructor. Even though she isn't speaking, she makes sure we understand everything. I like all the people that I've met here. We've been interacting and finding out what our likes and needs are, and I look forward to saying hello to some of the deaf community in Frederick.

We enjoyed the class. We go to a deaf Bible study and are learning signs there. This is helping us learn more signs. For me, it's been very good to be able to interact with some of the other people and practice what we just learned in the class. It's been very valuable to me.

I am new to Frederick. I am taking the ASL class because I'm an optometrist and MSD is nearby. I wanted to make sure if any customers from the Deaf community came in I could communicate with them. Thank you for doing this!

I certainly appreciate (the businesses) for having this ASL class. Since I referee for Frederick High Schools and I get to officiate also for MSD and with this I can somehow communicate more with MSD students and do my sign language while refereeing volleyball.

*Hosting ASL Classes is
a unique way to attract
new customers and
showcase what your
business has to offer.*



The Maryland School for the Deaf Foundation

is a 501(c)(3) tax-exempt organization.
Contributions are fully deductible to the extent
permitted by law.

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The Maryland School
for the Deaf
Foundation

American Sign Language (ASL) Classes



A program designed for businesses to:

- Reach out to the local community by providing free ASL classes
- Promote visibility and awareness of the Deaf community & culture
- Enhance existing customer relationships and build new connections

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Hosting ASL Classes How It Works

Host ASL classes at your business to:

- Promote positive community involvement and goodwill
- Attract potential clients to your location
- Promote your business
- Provide an educational tool for your employees and customers

All you need to do is promote and advertise your classes through social media, store flyers, word of mouth, etc., provide a location for the 5-week classes, and cover the cost of the instructor and interpreter (\$350 total for a 25-person class size) (Larger classes may increase cost)

The Maryland School for the Deaf Foundation (MSDF) arranges for the ASL instructor and interpreter to teach the one-hour sessions of basic ASL, and provides follow-up materials to attendees.



Responsibilities of Your Business:

- Advertise your class
- Provide space for the classes, with chairs and other equipment to assist the instructor (easel w/paper pad or whiteboard/blackboard, markers)
- Make payment to the instructor and interpreter
- Manage the registration list including names/addresses/e-mails of attendees
- Pay it forward and advertise the next class

Suggestions for Class & Business Success:

- Hand out free promotional items, coupons, or certificates to promote your business
- Have paper and pencils available for attendees
- Set up space 1/2 hour in advance for early arrivals
- Locate classes so customers can see your involvement
- Provide light refreshments for attendees
- Use these classes as an educational tool for your employees
- Include photos and comments on your website and social media!
- Provide a donation box at each class for MSD Foundation donations

Responsibilities of the MSD Foundation:

- Point of Contact for setting up your class
- Schedule instructor and interpreter
- Liaison between your business and the instructor
- Provide business flyer for each session, OR you may choose to create your own flyer

Business Advantages

Attract potential customers
Positive community involvement and goodwill

Promote your business
Great social media opportunity!



Community Advantages

Increased awareness of the local deaf community

Opportunity to learn new skills

An introduction to new businesses and friends