

GET **PLANNING** YOUR
LOOK LOUD!
DAY FOR RNID



ARE YOU READY TO SHOW OFF YOUR WILDEST STYLE FOR YOUR **LOOK LOUD!** DRESS UP DAY?

Thank you for dialling down the decibels and cranking up your style to support the 18 million people in the UK who are deaf, have hearing loss, or tinnitus. Follow these next steps to make sure your event goes smoothly and attracts the brightest outfits.



GET A DATE IN THE DIARY

Choose a date that works best for your group – whether it's your school, workplace or social group. Give yourself time to plan a fun-filled day that's packed with fun activities and allows people to show off their eye-popping outfits.



INVITE GUESTS

There are lots of ways you can invite people along. Print out the Look LOUD! poster template, fill in the details and put them up in your workplace or on a community message board. You could also post on social media, send emails or a message via WhatsApp. Give people time to plan their outfits and get excited about what's to come!



SET A FUNDRAISING TARGET

What's your goal? £100, £150 or maybe even £200? Let your guests know and give them different ways that they can contribute. You could have a collection bucket on the day or set-up a JustGiving page in advance – this is the easiest way, and all donations go straight to RNID. Set a goal and keep the excitement going by tracking donations along the way. [Check out our website](#) for more on how to pay in your donations.

DRESS CODE

Here are some ideas you can share with your guests to turn heads:

Neon extravaganza

Go for bold neon from head to toe. Neon pink, green, or yellow. If it's bright – it's right!

Clashing patterns

Mix and match stripes, polka dots or florals. The louder the clash, the better.

Go retro

Embrace the 70s, 80s or 90s with vibrant outfits from those eras. Big hair, colourful leg warmers or tie-dye is welcome.

Hair flair

Take your look to the next level by going bold with your hair. Think bright colours, wild styles, or playful wigs.

Accessorise

Go big with oversized sunglasses, hats, jewellery, and other accessories. Check out our printable accessories for even more flair. [Click here to download.](#)

Heroic hues

Dress up as a colourful superhero or cartoon character – you could add a loud twist by wearing a bright cape, glittery mask or funky wig.

Custom creations

Get crafty! Decorate a plain t-shirt to make your own unique loud fashion statement.

DON'T FORGET...

Set the tone:

Start the day by celebrating dress up efforts and reminding everyone why it's important to protect their hearing, and how their involvement supports RNID's vital work.

You can find out more about our work and how you're supporting the 18 million people in the UK who are deaf, have hearing loss, or tinnitus on [page 4](#) where you can read Alexis's story.

Collect donations:

Remind people about the different ways they can donate and how their donation will help you reach your target.

Snap away

Capture all the fun. Encourage everyone to share their pictures on social media using the hashtag #LookLOUD!

RNID loves to celebrate the incredible efforts of our fundraisers – if you're happy for us to share your story and photos please [complete this short form](#) and send your pictures to: community.fundraising@rnid.org.uk

Say thank you:

At the end of the day, thank everyone who took part and let them know the total amount raised. You're all awesome and that deserves a huge thank you!

ON THE DAY

Elevate your Look LOUD! event with these fun activities.

Best dressed contest:

Hold a "Best Dressed" competition with different categories (e.g. most colourful, craziest pattern or best retro look). Ask for a donation to enter and offer a small prize for the winner.

Dance-off:

Organise a dance-off. Participants can donate to join in or vote for their favourite dancer.

Quiz time:

Host a quiz – it could be fashion themed? Include questions about bold fashion trends and famous designers. Participants can donate to enter, with a prize for the winner.

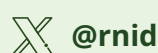
Photobooth fun:

Create your own photobooth by hanging up a backdrop in a well-lit area. Position a camera or smartphone on a tripod and use your funky Look LOUD! props and signs to get a fun photo. Encourage donations for the picture-perfect snap.

[Download props and signs here.](#)

Social media challenge:

Ask guests to belt out a tune or bust a move to showcase their colourful costumes online. Encourage them to share their talent and nominate friends to join the fun or donate. Don't forget to tag us and use the hashtag #LookLOUD!

**SHOPPING LIST**

£10 could cover the cost of five people taking the RNID hearing check. Our free service has so far helped over 500,000 people to look after their hearing health.

£25 could pay for essential laboratory equipment to aid in a biomedical research project aiming to discover a treatment for tinnitus.

£50 could pay for two hours of a Contact RNID Coordinator's time, offering life-changing information to the people who need it.

£100 could pay for 80 minutes with Sign Live. An invaluable communication tool which allows BSL users to contact RNID using an interpreter.

£250 could pay for one member of staff to receive Samaritans training. This specialist training enables staff to deliver life-saving support to people in crisis.

£350 could pay for one member of staff to receive Tinnitus Advisor Training. Last year we supported over 21,000 people through our free and confidential Contact RNID service.

AFTER THE EVENT

Wrap up your Look LOUD! dress up day with these final steps:

Share your success:

Post photos and stories from the event on social media. Let everyone know how much you raised and the difference it will make. A donation reminder might even boost that total.

Donate the funds:

Make sure all offline donations are sent to RNID (you can find out how to do this [here](#)). If you used JustGiving, no worries – it's all automatic.

Stay connected:

Encourage participants to stay involved with RNID, whether by attending future events, volunteering, or spreading awareness. More information about the ways you can support RNID is [here](#).

By following this guide, your Look LOUD! dress up day will be an unforgettable event that raises vital money and awareness for RNID.



THANK YOU.

You're amazing! Thanks to you and your Look LOUD dress up day, we can support the 18 million people in the UK who are deaf, have hearing loss or tinnitus.

Together, we will end the discrimination faced by our communities, help people hear better now, and fund world-class research to restore hearing and silence tinnitus – for those who want it.

Your support is making a real difference. You, and people like Alexis, are helping to drive the change we need.

"I have a personal relationship with hearing loss because my father had an infection as a child and lost his hearing in one ear, but I also have a professional interest – I'm a cognitive neuroscientist currently focusing on cochlear implant listening.

"A few of my colleagues at Cambridge Hearing Group and I decided to raise funds for RNID. There is so much more we can do to empower and improve life for people with hearing loss, and organisations like RNID provide crucial funding that makes our work possible. The volunteers who participate in our research have also had RNID play an important role in their lives. We wanted to acknowledge this and say thank you!

"We did the Royal Parks half marathon in London. We didn't train together because we're all busy researchers, but we had a WhatsApp group that we would use to encourage each other, and RNID supported us throughout our fundraising which was so appreciated. It was so much fun doing the event as a group, and we were really pleased that we surpassed our goal, raising a total of £1,756." - Alexis Deighton-Macintyre



Together, we will end the discrimination faced by our communities, help people hear better now, and fund world-class research to restore hearing and silence tinnitus - for those who want it. Let's Look LOUD to make a difference together!

CONTACT US

If you'd like to tell us about your Look LOUD! dress up day plans or have any questions, feel free to reach out to our Community Fundraising Team.

 community.fundraising@rnid.org.uk

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