

# Your National Lottery 30<sup>th</sup> birthday campaign toolkit

Guide for Canva users



# Contents

**Campaign overview >**

**Celebrating your game-changing work >**

**Canva components >**

**Finding your story >**

**Tips for a game-changing campaign >**

## Campaign overview

Since the first draw in 1994, The National Lottery has raised over £49bn to bring positive change to communities across the United Kingdom and the Isle of Man.

Thanks to the players of The National Lottery, good causes have been awarded over 690,000 individual grants to strengthen local communities, power sports teams, support environmental projects, unleash creative talent, empower the elderly and unlock young people's potential.

To mark The National Lottery's 30<sup>th</sup> birthday, we're launching a campaign celebrating the game-changing impact we've collectively delivered to inspire the next generation of good causes and players.

We want organisations from across The National Lottery family to join the birthday celebrations by showcasing their successes and achievements in changing the game in their line of work.

IT'S A  
**GAMECHANGER**

# Celebrating your game-changing work

From raising confidence, hopes and dreams to saving species, landscapes and even lives, National Lottery beneficiaries have been game-changers across the UK.

No one knows the amazing impact you've had better than you. It's time to celebrate the big wins and the small.

Our toolkit has what you need to shout about it – from social media templates to header banners for customer emails.

**Please note:** all templates and end frames are available with English and Welsh logo options.

## Illustrative campaign assets using the toolkit templates



1:1 static templates



9:16 Story templates



Email headers



# Canva components

The toolkit for Canva users consists of drag-and-drop components for social media (1:1 and 9:16 ratios) and email headers. Each component is transparent to ensure that our branding appears in the right place, size and proportion.

Simply add your hero image under the branded assets in the layers panel and you're done.



**Please note:** all templates and end frames are available with English and Welsh logo options.



# Finding your story

National Lottery funding has helped deliver countless game-changing moments, so picking the right angle or project for this campaign will help your message stand out and engage audiences.

Ultimately, we want you to share how funding from The National Lottery changed things for you or your audience. Triumphs come in all shapes and sizes – whether it's making a difference to a generation of children and a national sport, a select group of people or a beloved green space. All of them count.

We've pulled together five simple tips for finding the best story for your cause and this campaign. Once you've found your story and written your social posts, don't forget to use our campaign hashtag **#NationalLottery30** and mention us in the post so we can celebrate with you – on X we're **@LottoGoodCauses** and on Instagram we're **@NationalLotteryGoodCauses**.

## Identify a significant or memorable impact

How has National Lottery funding enabled your organisation to be a game-changer? Perhaps you've transformed lives, saved a community or created a ripple effect of positive change.

## Find an emotionally meaningful angle

Emotions connect with audiences more than facts and figures (although numbers are great for showing scale). Can you find a way to talk about the impact that tugs on the heartstrings or inspires your audience?

## Capture emotion visually, too

Wherever possible, look for imagery featuring relatable, everyday heroes – whether volunteers, service users or the community. Candid/natural moments of connection and emotion often deliver the highest impact – just remember to make sure you have permission from anyone appearing in the imagery/videos.

## Keep The National Lottery impact clear

This campaign celebrates how we've helped you make a game-changing impact. Make sure to highlight our role in the success as well as your hard work and dedication.

## The unexpected angle

Outperformed all expectations or discovered an unintended positive outcome that was the icing on the cake? With so many good causes being showcased in the campaign, a unique angle or story will help you stand out.



## Suggested post copy for above image asset:

More girls are dreaming of becoming Lionesses, thanks to National Lottery funding. Our grassroots investment is growing the women's game to new heights and success

#NationalLottery30  
Happy birthday, @nationallotterygoodcauses



# Tips for a game-changing campaign

- Select the most engaging stories and imagery to elevate both your cause and the impact of National Lottery funding
- To aid accessibility, select the components (white or Heritage Blue) that will offer the greatest colour contrast with your selected imagery or video
- Add alt text to images to aid accessibility, as per the example shown on the right
- Tag the campaign with the **#NationalLottery30** hashtag
- Mention us in your post:  
X: **@LottoGoodCauses**  
Instagram: **@NationalLotteryGoodCauses**
- Avoid placing any of your own copy or messaging on the images in your post
- Keep the asset layout consistent with the design examples in this user guide.

## Do:



### Alt text

Single kestrel in-flight searching for prey. Text on the image says: it's a game changer, 30 years of changing lives. #NationalLottery30

## Don't:



# Any questions?

We can't wait to see your campaigns go live, as you help us celebrate 30 years of game-changing funding from The National Lottery!

If you have any questions, please contact:

**[gamechanger@lotterygoodcauses.org.uk](mailto:gamechanger@lotterygoodcauses.org.uk)**

Thank you.