

IT'S A
GAMECHANGER

**Celebrate
The National Lottery's
30th Birthday by
posting your
crossed finger selfie!**

#NationalLottery30

 **30 YEARS**
OF CHANGING LIVES

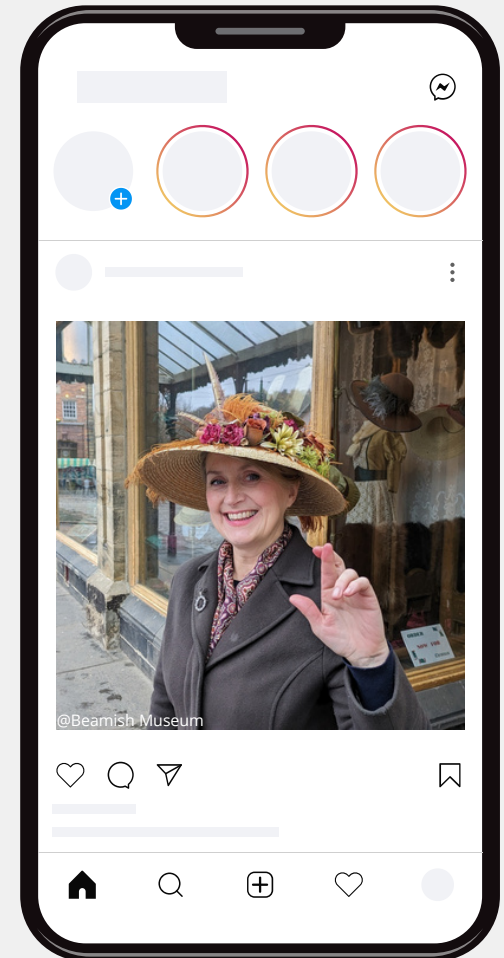


Join us in saying a big **#ThanksToYou** to National Lottery players, for **30 years of funding amazing projects across the UK**

Together, thousands of people will post crossed finger selfies on **Tuesday 19th November 2024** to say a massive collective thank you to National Lottery players for their colossal contribution to good causes across the UK, and you're invited to take part.

This year marks The National Lottery's 30th birthday - so we want Crossed Finger Selfie Day to be even bigger and better than ever!

As a project that has received National Lottery funding, you're part of an incredible network of more than 250,000 organisations who change lives every day – and whose work is supported by National Lottery players, who raise £30 million per week for good causes just like yours.



How can I get involved?

It's easy to join in. We are asking you to rally your supporters – including any of your volunteers, staff, service users - with a very simple ask:

- Share your crossed finger selfie on Tuesday 19th November 2024. This can be on any social media platform of your choice.
- Include a message about how National Lottery players have helped your organisation over the past 30 years, and say thank you to National Lottery players by using the hashtags **#ThanksToYou** and **#NationalLottery30**





30 YEARS

OF CHANGING LIVES

As well as being an iconic symbol of The National Lottery, crossed fingers are a symbol of hope - helping people to make the connection between the game, and the good causes it supports.

Don't forget to tag us! Our handles are:

Facebook: Lottery Good Causes

Instagram: @NationalLotteryGoodCauses

X: @LottoGoodCauses

LinkedIn: National Lottery Promotions Unit

TikTok: @nationallotterygoodcauses

Who can get involved?

On the day, we'd love you to post crossed finger selfies to your organisation's social accounts and urge your supporters to do the same.

For example, you could reach out to:

- Staff and volunteers
- Service users and beneficiaries
- Senior stakeholders – e.g. your local politicians
- Fundraisers

Feel free to get creative with your own crossed finger selfies – add fun props or branding, take your crossed finger pics outside, at your venues or projects, or out-and-about in your community... The sky is the limit!



Why?

Projects and organisations all over the UK will be posting selfies on Tuesday 19th November 2024 – from national charities to grassroots groups - and we'd love you to be part of this remarkable day of celebration.

Getting involved is a great chance to highlight how your charity or group has made a real difference to people in your local community.

By posting crossed finger selfies on the day, it will show that you are part of an incredible network of life-changing charities and community groups who change lives every day, and highlight the impact that National Lottery players have had over the last 30 years by funding your work.

Using the hashtag **#ThanksToYou** and **#NationalLottery30** will also boost your social media and brand visibility on the day and give more people the chance to hear about your project

THANK YOU

Together, we can make sure the public knows how playing The National Lottery makes a difference to good causes all over the UK.

We are extremely grateful for your support, and for all that you have done to help your community over the past 30 years.

Let's shout about it together!



Crossed Finger Selfie mode ON! 🤞