

Get involved in Crossed Finger Selfie Day 2024

24/10/2024



Two people doing our #ThanksToYou crossed finger selfie outside the synagogue in Merthyr Tydfil. Join us on social media on Tuesday 19 November to say a big thank you to National Lottery players for making your heritage project possible.

On **Tuesday 19 November** thousands of people will post crossed finger selfies across Twitter/X and Instagram to acknowledge their Heritage Fund grant and make some collective noise about the fantastic good causes that The National Lottery funds.

We're looking forward to shining a spotlight on some of the magnificent heritage projects we support. Join the online heritage conversation to spread the word about your project and help get **#ThanksToYou** trending.

19 November marks our – and the National Lottery's – 30th birthday and the first day that National Lottery tickets went on sale back in 1994. Since then we've invested £8.6billion raised by National Lottery players in more than 47,000 heritage projects across the UK.

How can I get involved?

Share your crossed finger selfie pictures on social media with a message of thanks to National Lottery players and include some information about your heritage project. You could also feature part of the heritage in the background of the picture, our logo and branding, or other staff members and volunteers involved in the project.

Tag us in at **@HeritageFundUK** and use the hashtag **#ThanksToYou**.

[Download the guide](#)



You can take your crossed finger selfie with a colleague, the heritage or our logo.

Get inspired

Looking for ideas? Here are some draft posts to get you started:

- We're joining @HeritageFundUK to celebrate Crossed Finger Selfie Day and say a big #ThanksToYou to #NationalLottery players for helping fund projects like [insert project name/details]
- We're joining @HeritageFundUK in saying a huge #ThanksToYou to #NationalLottery players. Your support is helping us [insert project details]
- It's Crossed Finger Selfie Day! We're celebrating the difference made by #NationalLottery players. #ThanksToYou [insert organisation name] has [insert project details] @HeritageFundUK

More social media moments

We have more social media moments across the year which you can get involved in, designed to help promote your project, acknowledge your grant and share inspiring heritage online.

Upcoming dates for your diary:

11 January 2025 – share your favourite heritage places, objects and stories with us for **#HeritageTreasures** day.

Summer 2025 – celebrate fantastic heritage events, openings and summer trips for **#HeritageIsOpen**.



[Meet seven people who've 'changed the game' across heritage, land and](#)



[Former dock worker Leslie Morgan \(centre\) and children from the Gateway Learning Academy schools \(waving flags representing the Windrush generation\), alongside Tilbury port's 16ft docker puppet, celebrate the Tilbury Riverside Station grant in the building that will be transformed into a creative community hub.](#)



cts ahead of our 30th birthday

30 projects across 30 years