

A group of people do crossed fingers at Manchester Art Gallery.

Join us on social media on Wednesday 19 November to say a big thank you to National Lottery players for making your heritage project possible.

On **Wednesday 19 November** thousands of people will post crossed finger selfies across social media 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 **#BecauseOfYou** trending.

19 November marks our – and The National Lottery's – 31st birthday and the first day that National Lottery tickets went on sale back in 1994**.** Since then we've invested £8.9billion raised by National Lottery players in more than 48,000 heritage projects across the UK.

How can I get involved?

Share your crossed finger selfie pictures on any social media platform of your choice 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** on Instagram and Twitter/X, **@The National Lottery Heritage Fund** on Facebook and LinkedIn.

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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:

- **Instagram**: It's Crossed Finger Selfie Day! Today with @HeritageFundUK we're celebrating the huge difference made by #NationalLottery players. #BecauseOfYou, we've been able to [insert project details]
- **Twitter/X**: We're joining @HeritageFundUK to celebrate Crossed Finger Selfie Day and say a huge thank you to #NationalLottery players! #BecauseOfYou, our project is [insert details of project's impact]
- **Facebook and LinkedIn**: Happy Birthday to @The National Lottery Heritage Fund! Here's a Crossed Finger Selfie to help celebrate the incredible impact funding raised by #NationalLottery players makes every day. #BecauseOfYou, our project is helping to [insert project details]

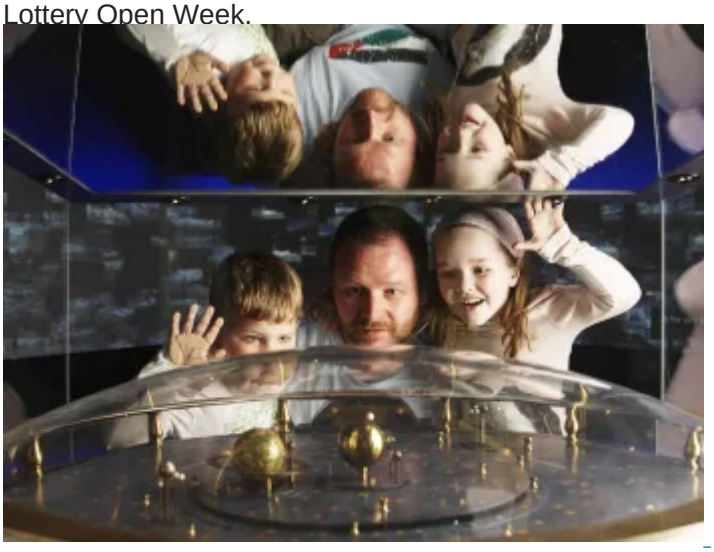
More moments to celebrate together

We have more 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:

14 January 2026: share your favourite heritage places, objects and stories with us for **#HeritageTreasures** day.

7–15 March 2026: an opportunity to thank National Lottery players for making your project possible with National Lottery Open Week.



Credit: Royal Museums Greenwich.



n Week 2027

Participants in the New to Nature programme including future Game Changer, Lisa Manning.



30 projects across 30 years