

Get involved in Crossed Finger Selfie Day 2023!

26/10/2023



Two people doing our #ThanksToYou crossed finger selfie outside the synagogue in Merthyr Tydfil. Join us on social media on Tuesday 14 November to say a big thank you to National Lottery players for making your heritage project possible.

On **Tuesday 14 November** thousands of people will post crossed finger selfies across Twitter 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 – last year we got **#ThanksToYou** trending on the day and reached millions of people!

14 November marks the first day that National Lottery tickets went on sale, **29 years ago in 1994** and since then more than £47billion has been raised for good causes in the areas of heritage, arts, sport, film and community.

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 toolkit.](#)

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:

- share your favourite heritage places, objects and stories with us on **11 January 2024** for **#HeritageTreasures** day
- celebrate fantastic heritage events, openings and summer trips on **21 June 2024** for **#HeritagsOpen**

You might also be interested in...

Videos

Esther Fox is the National Lottery Awards Heritage Winner for 2023

The award recognises her incredible support and leadership to make museums more accessible.