



**Celebrate  
The National Lottery's  
birthday by posting your  
crossed finger selfie!**

**#BecauseOfYou**



# Join us in thanking National Lottery players!

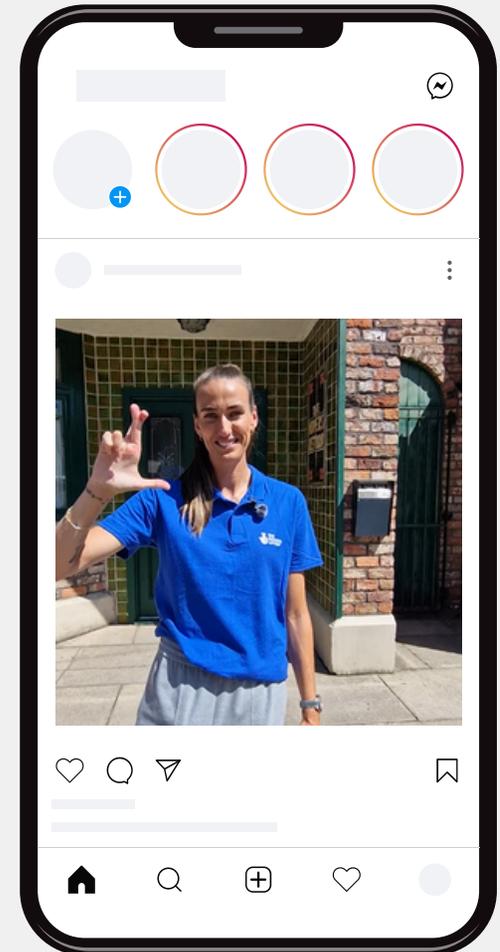
## #BecauseOfYou we're able to fund amazing projects across the UK

On **Wednesday, 19th November 2025**, thousands of people will post crossed finger selfies to say a massive collective thank you to National Lottery players for their incredible contribution to good causes nationwide. **You're invited to join in.**

This year, we've updated our hashtag from #ThanksToYou to **#BecauseOfYou** – celebrating how National Lottery funding makes your amazing work possible, all because of each and every person who plays The National Lottery.

The National Lottery exists to change lives every day. Since 1994, it's been about offering hope – whether that's playing a EuroMillions draw, applying for National Lottery funding, or watching your inspirational project come to life.

**#BecauseOfYou** - because of National Lottery players - **£30 million is raised every week** for good causes in the UK. As a National Lottery-funded project, you're part of an extraordinary network of over 250,000 organisations changing lives every day, all made possible by people who believe it could be them.

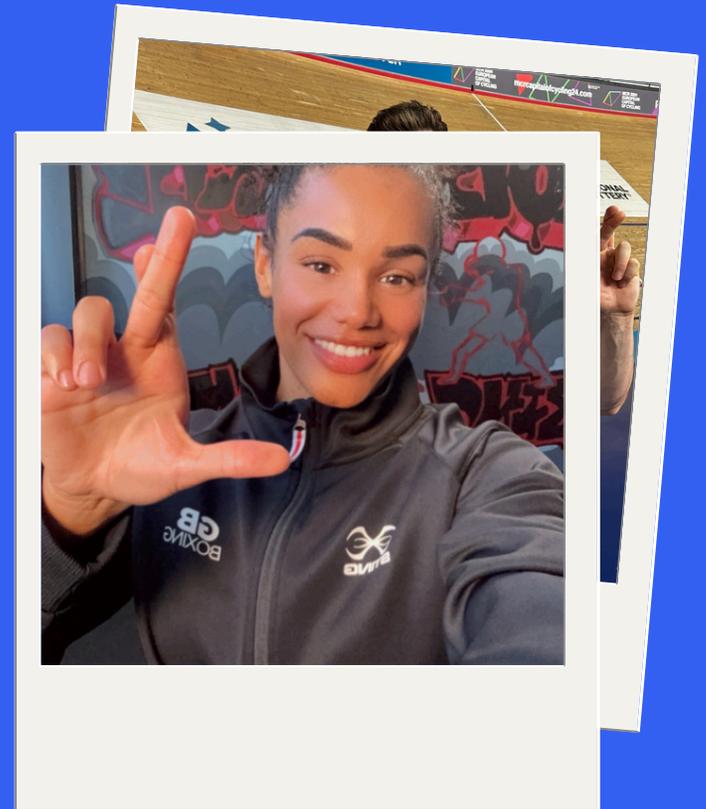


**Let's make Crossed Finger Selfie Day bigger and better than ever!**

## 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 Wednesday 19th November 2025. This can be on any social media platform of your choice.
- Include a message about how National Lottery players have helped your organisation and say thank you to National Lottery players by using the hashtag **#BecauseOfYou**.





**THE  
NATIONAL  
LOTTERY®**

As well as being an iconic logo 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 Wednesday 19th November 2025 – 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 charities and community groups who change lives every day and highlight the impact that National Lottery players have had by funding your work.

Using the hashtag **#BecauseOfYou** 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.

Let's shout about it together!



Crossed Finger Selfie mode ON! 🤞