

#ThanksToYou

Celebrating what National Lottery
funding has helped you achieve

19th NOVEMBER - 17th DECEMBER



PLAY YOUR PART IN #ThanksToYou

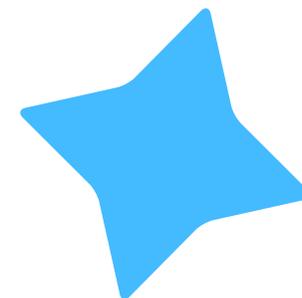
What is #ThanksToYou?

Every time someone plays The National Lottery, they're contributing to good causes across the UK.

That's **£30 million** going towards local communities, heritage, arts and sport across the UK, every single week - and we want to celebrate that.

As one of the projects that's been funded by The National Lottery, you know how that money can make a huge difference. Yet a lot of people who play The National Lottery don't always understand the impact that they make.

#ThanksToYou is an opportunity to join a national campaign, promote your project and say thanks to The National Lottery players for the difference they've made to your project or organisation.



HOW YOU CAN GET INVOLVED WITH **#ThanksToYou**

#ThanksToYou is a quick, easy and free way to be part of a nationwide campaign and a great opportunity to showcase the work that you and your project have done.

JOIN THE CONVERSATION:

Let the world know what your National Lottery grant has helped you to achieve throughout the year and thank National Lottery players for their support.

You can get involved by sharing images, stories and achievements from your project through your website, PR activity and social media accounts, and by saying a simple thank you to the people that have helped make it possible - National Lottery players.

HERE ARE A FEW IDEAS OF HOW YOU CAN GET BEHIND #ThanksToYou:

SOCIAL MEDIA

Share your own images and facts that tell a story of what National Lottery funding has made possible and say thanks to National Lottery players for their support – use the hashtag #ThanksToYou to be part of the conversation (we've pulled together a few templates to help if you're stuck for ideas).

LOCAL MEDIA

Pull together a press release and let your local media know how National Lottery funding has impacted your project this year.

KEY DATES FOR #ThanksToYou

#ThanksToYou takes place from **19 Nov - 17 Dec**, but each National Lottery Distributor will be using one week to shout their messages from the rooftop so why not align your 'Thank You' with thousands of other projects like yours.

ARTS:
19–26 November

- Arts Council England
- Arts Council Northern Ireland
- Creative Scotland
- Arts Council Wales
- British Film Institute

COMMUNITY:
27 November–
3 December

- Big Lottery Fund

SPORT:
4–10 December

- Sport England
- Sport Scotland
- Sport Wales
- Sport NI
- UK Sport

HERITAGE:
11–17 December

- Heritage Lottery Fund



SOCIAL MEDIA TOOLKIT

#ThanksToYou

Social media is a great way to showcase what you've achieved with help from your National Lottery grant. Share images, videos and stories from your project or organisation and don't forget to use the hashtag **#ThanksToYou**.



#ThanksToYou

IDEAS FOR SOCIAL POSTS

#ThanksToYou

We'd love you to say thank you to National Lottery players in your own words and images of what your funding has helped you achieve but if you want some added help, here are some suggestions:

- This year we've helped to make a difference in our community, all **#ThanksToYou** - The #NationalLottery players
- We're one of thousands of local projects funded with your support. **#ThanksToYou** for playing The #NationalLottery
- Playing The# NationalLottery makes it possible. **#ThanksToYou** we've built and grown our community
- **#ThanksToYou** we're one of thousands of good causes that have received #NationalLottery funding
- We're celebrating the public's support through playing The #NationalLottery. **#ThanksToYou** for supporting our project
- No one has done more to support good causes in the UK than you, #NationalLottery players. **#ThanksToYou** for funding our project

HOW TO USE OUR ASSETS

#ThanksToYou

Facebook Cover Photo

Let players know what a huge difference they have made to your project or organisation.

By using the #ThanksToYou Facebook cover photo, you will be making a powerful statement to National Lottery players, showing just how much you value their help.

This and other great assets can be found in the **resource folder** attached.

SOME HELPFUL ADVICE:

- Please ensure that this is uploaded as a 'cover photo', to your Facebook account.



FORMATS:

Facebook_Cover Photo_851x312

HOW TO USE OUR ASSETS

#ThanksToYou

Social Media Frames

In the resource folder you will find social media frames. These are designed to help you show off the amazing things you have achieved this year.

Place the frame over your funding-related images using a photo editing application, such as Photoshop. Then post on your timeline.

SOME HELPFUL ADVICE:

- Please ensure that any imagery fills the entire frame, leaving no blank space.
- If you are unable to edit these frames, please feel free to use one of the other assets.



FORMATS:

Available for **Facebook_1200x1200**, **Facebook Rectangular_1200x628** and **Twitter_1024x512**

HOW TO USE OUR ASSETS

#ThanksToYou

Corner Flash & Banner

We have provided you with a 'corner flash' to help spread the word. This conveniently overlays on imagery in the same way as the social frame.

The social Banner is designed to be easily placed upon any square (1:1 ratio) image.

SOME HELPFUL ADVICE:

- Please ensure that the corner flash is displayed in the top left corner of the image, with the message and logo clearly visible.
- The social banner can be displayed at either the top or the bottom of a square image.



FORMATS:

Social_Banner_1200x200 and **Corner Flash_831x355**

HOW TO USE OUR ASSETS

#ThanksToYou

Social Postcards

We have created a range of social postcards for both Facebook and Twitter, with a number of messages to choose from .

These can be easily uploaded to your social media channels to help celebrate what you've achieved this year.

SOME HELPFUL ADVICE:

- These come in matching pairs for Facebook and Twitter, please use the correct size for each.
- They are easy to upload as an image to your timeline on both social channels - please remember to add #ThanksToYou



FORMATS:

Available for **Facebook_1200x1200** and **Twitter_1024x512**