

# HOW TO BECOME A TOILET TWINNED COLLEGE CHANGING THE WORLD, ONE TOILET AT A TIME

## WHAT YOU'LL NEED TO DO FOR THE LOO

Here are five goals to achieve:

- 1** Gather a core team of like-minded twinnings. You could form a Toilet Twinning group, become part of a group that already exists, or just meet informally
- 2** Drum up support among campus staff and other students
- 3** Hold at least two fundraising events – with one of them being around World Toilet Day (19 November) if at all possible
- 4** Get an article about your efforts into a college magazine/newspaper or a local paper
- 5** Twin toilets in a range of venues across the college. You could present a toilet twin to the college leadership. Overall, raise enough to twin 25 toilets (£1,500)

## WHAT WE'LL DO FOR YOU

- Send you all the resources you need
- Provide graphics and images for Facebook, Twitter, Instagram etc, and sample posts for social media shout-outs
- Offer help with setting up a Virgin Money Giving fundraising page
- Provide support and advice to help you engage local/student media
- Be a support and encouragement along the way (but, sorry, we can't post you cakes)



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[toilettwinning.org](http://toilettwinning.org)

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## TOP TIPS

### Get started

- Get a team together
- Approach college leadership about your campaign, to get their permission, endorsement and support
- Choose somewhere central and visible to hold fundraisers
- Set yourself up on social media platforms and make lots of noise to advertise your events
- Engage college media (newsletters, emails etc) to advertise your events – and contact local media if your events are open to the public. We can give you media release templates and tips for getting your story noticed

### Get noticed

Warwick Uni twinned nearly 50 toilets in 2015 – and here's a few ideas from them about what they did to make a splash:

- **Hold a sponsored event:** Warwick twinnings held a Big Squat – a 12-hour relay during which students took turns to squat for ten minutes and invited passers-by to donate
- **Organise a sale:** Cakes & bakes, secondhand clothes, crafts & cards
- **Put on a gig:** Persuade musical friends to donate their time and perform a number
- **Take on an endurance challenge.** We can provide 'Running for the loo' t-shirts and cycle jerseys (see 'Fundraising tips' on our website)

For more info, please email [fundraising@toilettwinning.org](mailto:fundraising@toilettwinning.org)



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