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:

- Gather a core team of like-minded twinners. You could form a Toilet Twinning group, become part of a group that already exists, or just meet informally
- Drum up support among campus staff and other students
- Hold at least two fundraising events with one of them being around World Toilet Day (19 November) if at all possible
- Get an article about your efforts into a college magazine/ newspaper or a local paper
- 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)

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

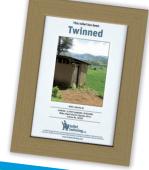
Get noticed

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 twinners 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





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