

THE BIG SQUAT



"Warwick University's Toilet Twinning Squat was by far the biggest fundraiser and definitely the most fun," says Jess Docherty of Toilet Twinned University's first champion twinning team.

"It was a real hit with the whole university population as it was completely different to the other fundraisers going on around campus, plus we were very visible over a long period of time!"

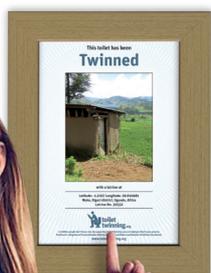
The squat took place on World Toilet Day (19 November). The students placed themselves in the central piazza and were squatting (on and off!) for 12 hours, 8am-8pm, with a core team of about six nearly always present and about 30 other key volunteers swapping in and out.

The fundraiser was fully interactive with passers-by invited to 'stop and squat'! A Squatting Leaders Board was set up to entice the competitive sporting types!

Alongside the squatting volunteers, the Warwick team made sure they always had at least four people collecting donations with buckets, and approached passers-by with Toilet Twinning info leaflets. This meant that thousands of students heard about Toilet Twinning during the course of the day.

Jess says, "The day wouldn't have been anywhere near as successful without the big publicity build-up which included a promo video, thousands of flyers, social media campaign and masses of emails!"

As well as their bucket collections, they created a Just Giving page for the challenge, and that gave family and friends off campus the chance to donate. Jess says, "This proved a very good decision!"



BIG SQUAT CHECKLIST

BEFORE THE EVENT

Social media campaign

- Facebook like page
- Facebook event
- Twitter updates
- Instagram updates

Publicity

- Article in university magazine
- Emails to departments
- Emails to sports teams and societies
- Emails to whole university via sabbatical officers
- Flyers around university three days before
- Promo video/picture on university TV screens

Logistics

- Reserve charity buckets
- Set up online giving page

THE EVENT (to coincide with World Toilet Day – 19 Nov)

- Book a public space
- Gather volunteers to squat and hold collecting buckets
- Borrow a gazebo for a rain-safe squat
- Go crazy on social media so everyone knows where you are!!



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Jess Docherty, Toilet Twinned University's first champion twinning team

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TOILET TWINNED THE BIG SQUAT

