

# HOW TO BECOME A TOILET TWINNED UNIVERSITY

## CHANGING THE WORLD, ONE TOILET AT A TIME

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

#### Here are six goals to achieve:

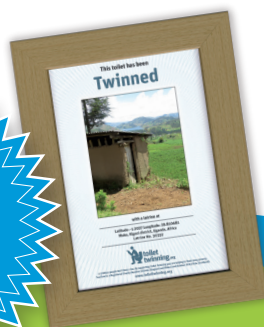
- 1 Gather a core team of like-minded twinneders. You could form a Toilet Twinning society, twin as part of a group that already exists, or just meet informally
- 2 Contact the Students' Union or RAG on campus to try to gain their support
- 3 Drum up wider support on campus among staff and students
- 4 Hold at least two fundraising events – with one of them being around World Toilet Day (19 November) if at all possible
- 5 Get an article about your efforts into a university magazine/newspaper or a local paper
- 6 Twin toilets in a range of venues across the university, for example: the Students' Union, a halls of residence, faculty block. You could present a toilet twin to the university leadership such as a member of the University Council or Vice-Chancellor. 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)



COUNT  
ME IN!



### TOP TIPS

#### Get started

- Get a team together
- Contact your Students' Union sabbatical officers (SABs), RAG president and student reps on the Staff-Student Liaison Committee (SSLC) to ask for their support in promoting what you're doing
- Invite your Student Council to pass a motion supporting your Toilet Twinning efforts; apply for a Student Council award
- Contact student societies whose members might offer help

#### Get noticed

- Choose somewhere central and visible to hold fundraisers eg the Students' Union
- Set yourself up on social media platforms and make lots of noise to advertise your events
- Engage university media (campus radio, 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 out there

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 twinneders 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)

Find us at:  
[toilettwinning.org](http://toilettwinning.org)

 [@toilettwinning](https://twitter.com/toilettwinning)

 [/toilettwinning](https://www.facebook.com/toilettwinning)

 [#toilettwinning](https://www.instagram.com/toilettwinning)

TOILET TWINNED UNIVERSITY

