

# 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 t-shirts (see 'Fundraising tips' on our website)

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

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

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