**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 twinners. 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)

**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 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 t-shirts (see ‘Fundraising tips’ on our website)

For more info, please email info@toilettwinning.org

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