Leading a Toilet Twinned Town revo-loo-tion?

1 Encourage your local council or MP to twin a toilet

Encourage your local council or MP to either donate £60 to twin their own toilet or accept a twin as a gift. We know you can’t ensure that people display their certificate in their loo. Your job will be done if a local councillor or MP simply agrees to accept one.

You can find out more about your local MP at https://www.theyworkforyou.com

For our local council, I went along to a meeting and gave a short presentation about Toilet Twinning. I was actually seeking permission to twin the public toilets, but it got me on their radar and following that 3 separate councillors twinned their home toilets.

Liz Burton – Wedmore

2 Tell as many people as possible about Toilet Twinning

Telling your community about Toilet Twinning could include a stand at an event, or through leaflets, posters, presentations or school assemblies etc.

You may like to order one of our Make A Stand kits which contain everything you need to set up a pop-up display: Toilet Twinning certificates for on-the-spot twinning, loo rolls and soap to sell plus balloons and bunting as decoration. Find out more here: toilettwinning.org/make-a-stand/

We went for public places with high footfall, so we twinned our own church and the Methodist church in the village and also the Catholic church in the next village. We involved the largest business in the village – a high end car showroom. They put news of their twinned loos in the Volvo newsletter – and this led to the wife of the CEO twinning all the loos in her London offices!

Pam Martin – Levens

3 Twin at least 20 toilets across your community in at least four of these categories

- Churches or other faith communities
- Schools or other educational establishments
- Public toilets
- Cafes, pubs or restaurants
- Local businesses or employers
- Community organisations / charities

‘We launched our campaign at the annual town fete.’

Peter Walker – Biggin Hill
Get some local media coverage

As you spread the word far and wide about Toilet Twinning, you’ll achieve media coverage for your efforts – or will provide evidence of attempts to do so (i.e. press releases to local papers or radio stations). This will provide positive publicity for all businesses and organisations involved, as well as for the cause. Contact info@toilettwinning.org if you would like help drafting your release or coming up with media-friendly events.

Find the contact details for your local and free papers and magazines. Send them a clear press release with all the relevant information, quotes and a high resolution photo to accompany the article.

Liz Burton – Wedmore

Fundraising ideas

**Have a Blue for the Loo day** at your work, school, church or group. Invite donations of £1 or £2 for everyone who comes dressed in blue.

**Hold a Soggy Bottoms bake sale**. It’s a piece of cake! There are tons of recipes and ideas in the Fundraising area of the website.

**Hold a party with toilet-themed games**. Check out our website for lots of downloadable fun activities such as Chicken Poo Bingo, Build-A-Bog ‘beetle drive’ and a Toilet Quiz.

**Hold a posh loo day at work** – providing luxuries such as hand cream, flowers and sweets in the toilets and invite donations.

Make a splash

With any event you put on, you could encourage some on-the-spot twinning, or encourage people to buy soap or loo rolls as a way of raising money. Order a **Make A Stand** kit via the website – so you have a ready-made display at your fingertips.

Paying in your money

You can pay in the funds you’ve raised by going to the donate section of our website. Alternatively, you can arrange a BACS transfer to us. Please include your name as a reference, and it’s incredibly helpful if you can email us to tell us the funds are on their way so we can keep a look out in the bank account:

Account name: Toilet Twinning  
Bank: Barclays  
Account: 53798860  
Sort code: 20-00-00

You can also send us a cheque (payable to ‘Toilet Twinning’) to:

**Toilet Twinning, 1052–1054 Christchurch Road, Bournemouth, Dorset, BH7 6DS**

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We are here to help you every step of the way. If you have any questions, we’re just an email or phonecall away:

0300 321 3217  
info@toilettwinning.org  
/toilettwinning  
@toilettwinning  
@toilet_twinning

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