

Ideas for Operators to Consider for Promoting World Portable Sanitation Day

November 19th is World Portable Sanitation Day (WPSD). It is a day devoted to recognizing the many ways portable sanitation uplifts and protects society on a daily basis by preserving dignity, the environment and public health. It is also an opportunity for operators to interact with their local communities on a more personal level.



By using one of the suggestions below and planning an event on or around WPSD you will be engaging in a true Public Relations effort. A Public Relations effort produces free advertising in local media outlets such as television, radio and newspapers that are more generally accepted by the public as a sign that you are a dependable business than any ad you could produce.

This is a great business opportunity that we hope many members and non-members of the PSAI will participate in this year and in the future.

Treasure Hunt

Purpose: To involve the community and local media in a fun contest and expose them to the benefits of portable sanitation.

Rules: Operator puts an object or sticker in one of their portable restrooms in the early morning of November 19th. Whoever finds the object and brings it to the company yard receives a prize.

Presentation of Prize: During the presentation of the award make sure to mention that it is in honor of WPSD and explain how portable sanitation helps keep the community safe and strong. Take pictures of the winner and post it on your website and make it an annual event.

Attracting Local Media: This is your opportunity to be a self promoter. Contact your local TV, radio and newspapers and let them know that you have a treasure hunt happening on November 19th (or whatever day you choose in honor of that day). Tell them you will be hiding an object (tell what it is) in a portable restroom and that whoever finds it and returns it to your company will receive a prize. If you would like to attract even more attention, talk to all the operators in your area and ask them to participate. You can make the prize bigger, which would attract more media attention. **Let the local media outlets know about your event at least 10 days in advance.**

Prize: Give a cash prize or gift certificate. In honor of WPSD you can match the prize money with a donation to a non profit organization that is helping reduce world suffering from inadequate sanitation. Again, the bigger the prize, the more likely the local media may be interested.

Art Contest

Purpose: To partner with other local non-profits to increase their and your visibility within the community. Like a non-profit (Salvation Army, Goodwill, Vets), portable sanitation helps the community to be healthier, safer and stronger. By joining with a non-profit, you are joining yourself to other organizations that have reputations for being of great value to the community.

Rules: On November 19th put three old restrooms out in a public area. Invite three local non-profits to come and each paint a restroom with a design that symbolizes who they are and what benefits they provide the community. Have a time limit (one or two hours) and when they are done have a voting contest. The winner receives a prize.

Contest Judges: Ask a local media personality or team of personalities to come and vote on the best design. Or, have a drop box where anyone can vote for their favorite restroom.

Prize: Have prize money that will be awarded to the non-profits in the contest. Have prizes for 1st, 2nd, and 3rd place. Whatever money you give will be tax deductible.

Attracting Local Media: By involving other organizations to be part of this fun event you will be more likely to attract media attention, especially since the money will be going to a non-profit organization within the community. It is a great human interest story that media types like to cover. If you use the three restrooms as rental in the community during the year it will continue to draw attention to your company and the non-profits you partnered with. **JUST MAKE SURE THEY ARE THE CLEANEST RESTROOMS YOU HAVE OUT FOR THE SAKE OF YOU AND THEM!**

Decorated Restroom

WPSD Restroom: Use your own people or hire an artist to paint a restroom with the WPSD logo and colors. Place this restroom at events in your community during the summer and on the side attach a plastic literature rack with a fact sheet about WPSD and the benefits of portable sanitation to the community and world. Seal the door shut so that the restroom cannot be used. This is strictly promotional restroom for the purpose of promoting the benefits of our industry. There are no prizes, but it may attract attention and eventually lead to a story in the local media.