

# Stop McTeacher's Nights!



Students and activists deliver petitions calling for an end to McTeacher's Nights at McDonald's annual shareholders' meeting.

## It's time to end marketing in schools

### WHAT ARE MCTEACHER'S NIGHTS?

"McTeacher's Nights" are a marketing tool for McDonald's that are masqueraded as fundraisers for schools. McDonald's has teachers and school administrators "work" for free behind McDonald's store counters. They serve burgers, fries, and sugary drinks to their students and their students' families. As a result, often McDonald's workers are denied much-needed shift hours. McDonald's contributes only a small percentage of the events' proceeds to schools—as little as \$1 per student.

These events are part of a comprehensive marketing strategy that McDonald's has developed to target children in schools, as well as part of its abusive labor practices that keep workers in poverty.

McTeacher's Nights take place in communities across the country. Corporate Accountability and Campaign for a Commercial-Free Childhood have documented

more than 1,000 McTeacher's Night events in more than 40 states since 2013. We believe this is just the tip of the iceberg.

### WHAT'S WRONG WITH MCTEACHER'S NIGHTS?

During McTeacher's Nights, McDonald's exploits cash-strapped schools to market its brand and its fast food to children, while denying workers direly needed shifts. The events encourage students to eat junk food, undermining the hard work that parents, teachers, and administrators do to promote healthy habits for children.

And at McTeacher's Nights, McDonald's workers are often denied much-needed shifts—and wages—when educators are brought in for the night. It's all part of McDonald's abusive labor practices. Many workers need every shift they can get because the corporation pays poverty wages, denies them the right to unionize, and gives them irregular hours through last-minute shift scheduling. And the abuse is not just economic: in May 2018, ten women in nine different cities filed sexual harassment lawsuits against McDonald's.



More than 50 teachers unions, representing millions of educators from around the country, are calling on McDonald's to end McTeacher's Nights.

### WHO IS ORGANIZING TO END MCTEACHER'S NIGHTS?

Hundreds of thousands of people and organizations are sending a strong message to McDonald's: End McTeacher's Nights. They include: The National Education Association, more than 50 state and local teachers unions across the United States; and more than 30,000 individual educators, school nurses, parents, health advocates, and concerned community members across the country. To see a full list of teachers unions and advocacy organizations that oppose McTeacher's Nights, see our open letter to McDonald's CEO Steve Easterbrook at [www.bit.ly/mctletter](http://www.bit.ly/mctletter).

### WHO HAS SIGNED?



California Federation  
of Teachers  
AFT, AFL-CIO  
*A Union of Professionals*



... and more than 50 state and local teacher unions!

### HEALTHY SCHOOL FUNDRAISER ALTERNATIVES

There are many alternatives to junk food fundraisers that don't jeopardize kids' health or displace workers. Here are just a few options that are more fun for students and educators—and they often bring in more resources for schools:

- **Hold a school carnival:** While a well-executed carnival will take some time and planning, the benefits are many: building school spirit, helping students develop skills, and successful fundraising.
- **Host a trivia or quiz night:** With a charming emcee (you know, that teacher) and great questions, a trivia night can be an easy and fun fundraiser. Charge admission at the door and offer a prize for the winning team.
- **Hold a plant sale:** Talk to local nurseries about donations.
- **Host a fun run:** Raise money while encouraging physical activity.
- **Hold a craft sale:** Have crafts donated, or even better, sell what kids make.
- **Host a students vs. teachers basketball or baseball game:** Charge admission for students and families.

### MORE RESOURCES:

Sweet Deals: School Fundraising Can Be Healthy and Profitable (Center for Science in the Public Interest).

Healthy Fundraising Success Stories (Center for Science in the Public Interest).

Promote Good Health While Raising Money for Schools (PEW Charitable Trusts).

Best Practices for Healthy School Fundraisers (USDA).