

McTeacher's Night Checklist



Start of School Year:

- Contact local schools, strategize and select dates



4 Weeks Before Event

- Make flyers and display them in restaurants
- Work with your PR contact to publicize it
- Get teacher t-shirt sizes
- Order McTeacher's Night merchandise



2 Weeks Before the Event:

- Organize sign-ups for teachers working the event & discuss logistics with store crew



1 Week Before Event

- Deliver McTeacher's Night stickers to the school for teachers to wear



At the Event:

- Get permission from parents to put their child's picture in the paper
- Take pictures of students and teachers



Right After the Event

- Post pictures on social media and send pictures and write-ups to the press